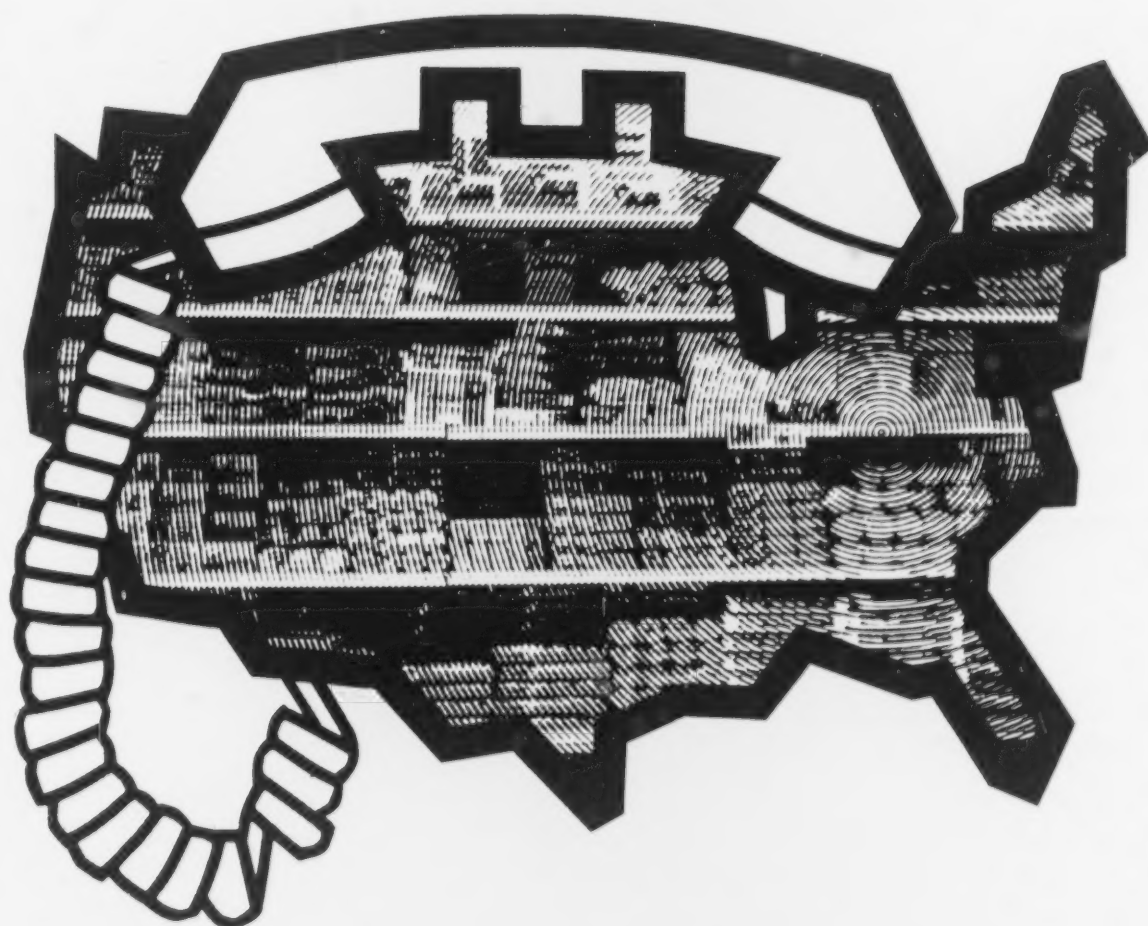


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The National Study of Supermarket Shoppers 1979 - 80

Demographic Profile



Burgoyne 
Research for Marketing

BEST AVAILABLE COPY

1979 - 80
The National Study
of Supermarket Shoppers

Demographic Profile

Burgoyne, Inc., Cincinnati, Ohio

Price: \$6.00

Quantity prices on request

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BURGOYNE, INC.

A nationally known market research firm founded 40 years ago, Burgoyne, Inc. offers America's consumer-products manufacturers, their advertising agencies and retailers the most thorough one-stop source for marketing research in the industry.

CONSUMER STUDIES — Burgoyne specializes in consumer studies at the point of purchase or surveys often in conjunction with its other services. Having performed research for many nationally known chain store organizations, Burgoyne utilizes these relationships for trial/repeat, advertising effectiveness, product usage, and numerous other tests in stores and shopping centers. Additionally, in-home, central location and intercept studies are offered. The Consumer Research Division includes a WATS Telephone Center and on-premise Focus Group facility.

CONTROLLED STORE TESTS — Burgoyne pioneered these tests over 25 years ago and has performed the largest in size and in number within the industry. Whether it is a short-term merchandising test to evaluate promotional alternatives or a longer new or improved product simulated introduction, Burgoyne's seasoned professional staff of field supervisors is capable of expertly handling such tests in all markets.

RETAIL DISTRIBUTION STUDIES AND SYSTEMS — Burgoyne conducts customized, fast-reporting, point-in-time checks of distribution, retail pricing, facings, inventory and display activity in any retail outlet or market. While it might occur as a single-visit study, Burgoyne also performs on-going systems with either trend or projectable store samples to Standard Metro Areas, warehouse shipment areas, A.D.I. areas or client marketing areas.

PRODUCT PURCHASE SERVICE — Utilizing weekly store visits by our National Network of Field Personnel, Burgoyne offers a client/manufacturer an efficient, economical and fast Product Purchase Service. Regardless of type of product, quantity desired or special handling/shipping instructions, Burgoyne can fill the order.

RETAIL SALES STUDIES — A long history of retail cooperation allows Burgoyne the unique advantage of providing both trend and projectable retail store samples in all major markets. Its own Computer Center lends advanced technology to flexibility in sample design and statistical analysis, along with rapid turnaround and assured accuracy.

FOREWORD

While this is, in fact, the twentieth in a series of annual and biennial studies of supermarket shoppers' buying habits and attitudes, it is in actuality the second of a new series — The 1979 - 1980 National Supermarket Shopper Study. Offered in two volumes, Volume I reports individual and total Census Regions; Volume II reports by demographics of the respondents.

Initiated in the early 1950's, the prior studies covered over thirty (30) markets and over forty thousand personal in-home interviews and 5000 telephone interviews.

Starting with the 1977 National Supermarket Shopper Study, this new series strives for increased objectivity with random selection of respondents through WATS interviewing in all nine United States Census Regions. Burgoyne's expanded central telephone facility, located in its Cincinnati headquarters, assures consistent and uniform interviewing across the nation.

Over the years many of the same essential questions such as customer loyalty, patronage motives, advertising leadership and the like have been asked. With socio-economic life-style changes in America, additional questions on rising food prices, generic product usage, dining out habits, credit cards and such have been investigated.

Despite individual regions peculiarities, we feel the data show uniformity and reflect the thinking and attitude of Supermarket Shoppers generally.

It is our intention to continue the new series as a benefit to all associated with the industry and invite our international readership to submit topical and pertinent questions as retailers and advertisers did this year.

STUDY FACTS

The methodology consisted of conducting telephone interviews in each of the nine U.S. Census Regions. This procedure insures a national representation for the data. Within each Census Region, a total of 270 completed interviews were obtained. This method yields projectable data at the 90% confidence level with a $\pm 5\%$ sampling error within each region. A total of 2430 interviews were conducted. The composition of each region is as follows:

<u>CENSUS REGION</u>	<u>STATES INCLUDED</u>
New England	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
Middle Atlantic	New Jersey, New York, Pennsylvania
South Atlantic	Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, Washington D.C., West Virginia
East North Central	Illinois, Indiana, Michigan, Ohio, Wisconsin
East South Central	Alabama, Kentucky, Mississippi, Tennessee
West North Central	Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota
West South Central	Arkansas, Louisiana, Oklahoma, Texas
Mountain	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming
Pacific	California, Oregon, Washington

A random sample was selected using Burgoyne's computer-generated Random Digit Dialing lists. Telephone numbers are generated randomly from working exchanges and area codes. This method insures the inclusion of unlisted telephone numbers and proportionate representation of urban and rural areas in each Census Region.

Interviewing was conducted from Burgoyne's central WATS facility during the last half of 1979. All interviewing was conducted during evening hours and on weekends, so as not to exclude any sub-groups of shoppers.

SUMMARY FINDINGS

NEARLY THREE-FOURTHS OF THE SHOPPERS SHOP ONCE A WEEK OR LESS OFTEN

Among the total sample, the number of shopping trips per week is approximately 1.4 (pg. 1). Only 26.7% of the respondents shop more than once a week in supermarkets (pg. 1).

THE TYPICAL SHOPPER SHOPS IN MORE THAN 2 DIFFERENT SUPERMARKETS A MONTH

The average number of supermarkets shopped per month is 2.23, while the average number of supermarkets shopped per week is 1.37 (pg. 2-3).

18.2% OF THE SHOPPERS CHANGED THE SUPERMARKET SHOPPED MOST

In a time period of one year, 18.2% of the respondents changed the supermarket where they do most of their shopping (pg. 4). Switching occurs more often among younger people and among larger families (pg. 4A, 4B). The main reasons for changing supermarkets are lower prices and moving to a different area (pg. 5).

QUALITY OF MEAT AND PRODUCE MORE IMPORTANT THAN PRICE

In comparing average importance ratings of factors considered when selecting a supermarket, "Quality and Freshness of Meats" was the factor receiving the highest average rating. The top four factors (13 factors were rated), and their average ratings, are shown below. The higher rating (on a scale of 1-9) indicates a greater degree of importance (pg. 6-18).

<u>FACTOR</u>	<u>AVERAGE RATING</u>
1. Quality and Freshness of Meats	8.10
2. Quality and Freshness of Fruits & Veg.	8.09
3. Attractiveness and Cleanliness of Store	7.97
4. Overall Prices of Groceries	7.78

The data seem to indicate that the quality of the products offered at a supermarket and the appearance of that store are at least as important as are the prices charged for these products.

THE AVERAGE WEEKLY EXPENDITURE IN SUPERMARKETS IS \$48.82

The average amount spent per week in supermarkets is \$48.82 (pg. 19). Eighty-five percent of this amount is spent at the supermarket shopped most often (pg. 20). The average amount spent per week eating out in any type of restaurant is \$12.58 (pg. 21). Respondents with higher incomes and higher amounts spent at supermarkets are also more likely to spend a greater amount eating out at restaurants (pg. 21A, 21B).

MOST BUY MEAT AND PRODUCE AT SUPERMARKETS

More than three-fourths of the shoppers (76.3%) buy most of their meats at supermarkets (pg. 22). Lower income groups and smaller families are more likely to buy their meats at supermarkets (pg. 22A, 22B). An even greater percentage of shoppers (83.7%) buy most of their produce at supermarkets (pg. 23). Once again, lower income groups are more likely to buy most produce at supermarkets (pg. 23A).

MORE THAN 35% BUY MOST OF THEIR HEALTH AND BEAUTY AIDS IN SUPERMARKETS

More than one-third of the shoppers (35.8%) buy most of their Health and Beauty Aids in supermarkets (pg. 24). By contrast, approximately 25% of the shoppers never buy these items in supermarkets (pg. 25).

MOST SHOPPERS NEVER SHOP IN CONVENIENCE STORES

Over one-half of the respondents (56.4%) never shop at convenience stores (pg. 26). Those who do shop at convenience stores tend to be younger, have a higher income, and have larger families (pg. 26A, 26B).

HIGH PRICES AND SLOW CHECKOUT ARE MAIN COMPLAINTS

High prices and slow checkout service are the main complaints about supermarkets (pg. 28). These two complaints were mentioned almost equally. Other complaints mentioned frequently were store appearance and lack of variety and selection in grocery items. These complaints are more frequent among higher income groups and among younger shoppers (pg. 28A).

MORE THAN TWO-THIRDS READ FOOD STORE ADS

Food store ads in newspapers were read by more than two-thirds of the respondents (68.8%) (pg. 29). The frequency with which food store ads are read increases with family size (pg. 29B). Among those who read food store ads, the average number of ads read was 2.5 (pg. 30). More than half of those respondents (54.1%) are influenced by these ads as to where to shop (pg. 31).

ALMOST HALF VIEW T.V. ADS FOR FOOD STORES

Approximately half of the respondents (47.6%) saw T.V. ads for food stores (pg. 32). Lower income groups view T.V. ads more often than do higher income groups (pg. 32A). The average number of food store T.V. ads seen was 1.75 (pg. 33). Only 18.3% of those who saw these ads on T.V. said they are influenced by these ads as to where to shop (pg. 34). This percentage is significantly lower than that for newspaper food store ads.

ALMOST THREE-FOURTHS COMPARE PRICES BETWEEN DIFFERENT SUPERMARKETS

Nearly three-fourths of the respondents (74.4%) compare prices between different supermarkets (pg. 35). Comparing prices occurs more often as family size and amount spent per week at supermarkets increase (pg. 35B). The chief method used to compare prices is checking newspaper ads (pg. 36).

MORE THAN 50% REDEEM MANUFACTURERS' COUPONS

Just over half of the respondents (51%) have redeemed any manufacturers' coupons in the past four weeks. This practice seems to be more prevalent among those with higher incomes and larger families (pg. 37A, 37B).

OVER 60% RATE PRIVATE LABEL BRANDS THE SAME QUALITY AS NATIONAL BRANDS

The quality of private label brands is perceived as the same by 60.2% of the respondents (pg. 38). The elimination of advertising costs was mentioned nearly twice as often as lower quality products as the reason for the lower price of private label brand products (pg. 39).

ALMOST 40% BUY GENERIC PRODUCTS

Generic products were purchased by 37.8% of the respondents (pg. 40). Purchases of generic products are much more likely among larger families and among those who spend more per week in food stores (pg. 40B). The generic products purchased most often are paper products and canned fruits and vegetables (pg. 41). Overall, respondents rate the quality of generic products about the same as that of national brands (pg. 43-47). However, more than half (57.9%) of those who purchased generic paper products rated the quality of these items to be somewhat lower or much lower than the quality of national brand paper products (pg. 42). In comparison to private label products, approximately 60% of those who purchased generic products rated the quality about the same as that of private label products (pg. 49).

Regarding future purchases of generic products, 62.4% of those who have purchased generic products said they will definitely or probably continue to buy these items (pg. 48).

EASE OF CHECK CASHING IS VERY IMPORTANT TO 51.7%

OF THE SHOPPERS

Ease of check cashing was considered very important by 51.7% of the respondents (pg. 50). Ease of check cashing is more important among younger people and among those who spend more

money each week at supermarkets (pg. 50A, 50B). Approximately half of the respondents (48.8%) have check-cashing privileges at a supermarket (pg. 51). Those who spend more per week at supermarkets, those with larger families, and those with higher incomes are more likely to have check-cashing privileges at a supermarket (pg. 51A, 51B). Of those who have check-cashing privileges, 57.7% are able to cash checks at more than one store (pg. 52).

47% OF SHOPPERS HAVE BANK CREDIT CARDS

Bank credit cards are owned by 47% of the respondents (pg. 53). Ownership of bank credit cards increases as income and dollars spent per week at supermarkets increase (pg. 53A, 53B). Master Charge and Visa are nearly equal, with each being held by approximately two-thirds of those who have bank credit cards (pg. 54).

PARTICIPATION IN GAMES OR CONTESTS RARE

Only 11.6% of the respondents are participating in any games or contests at supermarkets where they shop (pg. 55). The existence of games or contests is most prevalent in the South, and is least popular in the New England and Mountain regions (pg. 55).

DEMOGRAPHIC CHARACTERISTICS

The median age for respondents in this sample is 39.4 years. The median household size is 2.14, and median household income is just over \$15,000. The primary shopper in households was interviewed. In 82.4% of the interviews, the respondent was female. A male is the primary shopper in 17.6% of the households (pg. 56-59).

RESULTS

NUMBER OF TIMES RESPONDENT SHOPS IN SUPERMARKETS EACH WEEK
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
ONCE A WEEK		1351 55.6	142 51.3	180 56.8	263 58.3	385 59.2	218 52.8	163 54.3	373 57.8	245 53.7	220 61.1	102 56.4	242 51.1
TWICE A WEEK		347 14.3	35 12.6	40 12.6	64 14.2	86 13.2	71 17.2	35 11.7	69 10.7	66 14.5	56 15.6	27 14.9	90 19.0
THREE TIMES A WEEK		179 7.4	12 4.3	23 7.3	44 9.8	39 6.0	34 8.2	8 2.7	49 7.6	38 8.3	23 6.4	18 9.9	42 8.9
FOUR TIMES A WEEK		51 2.1	6 2.2	5 1.6	8 1.8	12 1.8	12 2.9	6 2.0	10 1.6	15 3.3	9 2.5	3 1.7	8 1.7
FIVE TIMES A WEEK		12 .5		1 .3		3 .5	8 1.9	1 .3	2 .3	4 .9	5 1.4		
SIX TIMES A WEEK													
EVERY DAY		59 2.4	3 1.1	6 1.9	9 2.0	14 2.2	14 3.4	3 1.0	13 2.0	14 3.1	10 2.8	5 2.8	14 3.0
LESS THAN ONCE A WEEK		431 17.7	79 28.5	62 19.6	63 14.0	111 17.1	56 13.6	84 28.0	129 20.0	74 16.2	37 10.3	26 14.4	78 16.5
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
BASE		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF TIMES RESPONDENT SHOPS IN SUPERMARKETS EACH WEEK
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
ONCE A WEEK		1351 55.6	190 54.6	438 54.6	266 58.8	258 57.7	197 52.4	327 52.8	484 58.6	296 62.8	222 47.6	223 52.2	1128 56.3
TWICE A WEEK		347 14.3	48 13.8	128 16.0	64 14.2	52 11.6	54 14.4	79 12.8	117 14.2	67 14.2	74 15.9	68 15.9	279 13.9
THREE TIMES A WEEK		179 7.4	19 5.5	65 8.1	28 6.2	37 8.3	30 8.0	30 4.8	55 6.7	31 6.6	59 12.7	41 9.6	138 6.9
FOUR TIMES A WEEK		51 2.1	8 2.3	18 2.2	4 .9	10 2.2	11 2.9	13 2.1	13 1.6	9 1.9	13 2.8	6 1.4	45 2.2
FIVE TIMES A WEEK		12 .5		4 .5		5 1.1	3 .8	1 .2	3 .4		8 1.7	2 .5	10 .5
SIX TIMES A WEEK													
EVERY DAY		59 2.4	7 2.0	17 2.1	7 1.5	16 3.6	12 3.2	3 .5	21 2.5	9 1.9	20 4.3	10 2.3	49 2.4
LESS THAN ONCE A WEEK		431 17.7	76 21.8	132 16.5	83 18.4	69 15.4	69 18.4	166 26.8	133 16.1	59 12.5	70 15.0	77 18.0	354 17.7
TOTAL		2430 100.0	348 100.0	802 100.0	452 100.0	447 100.0	376 100.0	619 100.0	826 100.0	471 100.0	466 100.0	427 100.0	2003 100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF DIFFERENT SUPERMARKETS RESPONDENT HAS SHOPPED IN DURING THE PAST MONTH
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	INCOME						AGE					
		TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
ONE		603 24.8	73 26.4	79 24.9	120 26.6	130 20.0	111 26.9	99 33.0	172 26.7	118 25.9	72 20.0	42 23.2	96 20.3
TWO		1011 41.6	119 43.0	120 37.9	184 40.8	298 45.8	166 40.2	119 39.7	304 47.1	189 41.4	144 40.0	63 34.8	185 39.0
THREE		551 22.7	61 22.0	77 24.3	99 22.0	154 23.7	90 21.8	55 18.3	123 19.1	100 21.9	87 24.2	54 29.8	130 27.4
FOUR		184 7.6	16 5.8	28 8.8	30 6.7	48 7.4	36 8.7	17 5.7	32 5.0	36 7.9	43 11.9	14 7.7	41 8.6
FIVE		53 2.2	6 2.2	7 2.2	13 2.9	13 2.0	6 1.5	7 2.3	11 1.7	9 2.0	10 2.8	4 2.2	12 2.5
SIX		21 .9	2 .7	5 1.6	4 .9	5 .8	1 .2	3 1.0	1 .2	3 .7	3 .8	12 1.1	9 1.9
SEVEN													
EIGHT		2 .1				1 .2	1 .2					2 1.1	
NINE		1 .0		1 .3						1 .2			
NCNE		4 .2			1 .2	1 .2	2 .5		2 .3		1 .3		1 .2
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		2.23	2.17	2.32	2.20	2.28	2.18	2.08	2.07	2.22	2.39	2.40	2.39

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF DIFFERENT SUPERMARKETS RESPONDENT HAS SHOPPED IN DURING THE PAST MONTH
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
ONE		603 24.8	103 29.6	182 22.7	119 26.3	119 26.6	79 21.0	154 24.9	218 26.4	118 25.1	102 21.9	113 26.5	490 24.5
TWO		1011 41.6	151 43.4	328 40.9	185 40.9	188 42.1	155 41.2	260 42.0	330 40.0	197 41.8	208 44.6	183 42.9	828 41.3
THREE		551 22.7	70 20.1	188 23.4	97 21.5	101 22.6	95 25.3	142 22.9	177 21.4	111 23.6	108 23.2	82 19.2	469 23.4
FOUR		184 7.6	17 4.9	75 9.4	34 7.5	25 5.6	33 8.8	45 7.3	68 8.2	30 6.4	35 7.5	29 6.8	155 7.7
FIVE		53 2.2	2 .6	16 2.0	14 3.1	11 2.5	10 2.7	12 1.9	20 2.4	10 2.1	10 2.1	10 2.3	43 2.1
SIX		21 .9	4 1.1	10 1.2	1 .2	3 .7	3 .8	5 .8	11 1.3	3 .6	1 .2	8 1.9	13 .6
SEVEN													
EIGHT		2 .1		1 .1	1 .2				1 .1		1 .2		2 .1
NINE		1 .0					1 .3			1 .2			1 .0
NCNE		4 .2	1 .3	2 .2	1 .2			1 .2	1 .1	1 .2	1 .2	2 .5	2 .1
TOTAL BASE		2430 100.0 2430	348 100.0 348	802 100.0 802	452 100.0 452	447 100.0 447	376 100.0 376	619 100.0 619	826 100.0 826	471 100.0 471	466 100.0 466	427 100.0 427	2003 100.0 2003
WEIGHTED AVG.		2.23	2.06	2.31	2.21	2.17	2.35	2.21	2.25	2.21	2.24	2.20	2.24

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF DIFFERENT SUPERMARKETS RESPONDENT HAS SHOPPED IN DURING THE PAST WEEK
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
ONE		1241 51.1	155 56.0	149 47.0	233 51.7	328 50.5	213 51.6	180 60.0	352 54.6	231 50.7	172 47.8	75 41.4	225 47.5
TWO		705 29.0	63 22.7	99 31.2	136 30.2	193 29.7	123 29.8	69 23.0	180 27.9	147 32.2	112 31.1	54 29.8	139 29.3
THREE		167 6.9	18 6.5	25 7.9	31 6.9	43 6.6	22 5.3	9 3.0	38 5.9	31 6.8	31 8.6	16 8.8	41 8.6
FOUR		33 1.4	2 .7	3 .9	3 .7	11 1.7	8 1.9	2 .7	6 .9	7 1.5	6 1.7	6 3.3	6 1.3
FIVE		6 .2		2 .6	2 .4	2 .3				3 .7	2 .6	1 .6	
SIX		2 .1				1 .2	1 .2			1 .2		1 .6	
NONE		275 11.3	39 14.1	39 12.3	45 10.0	72 11.1	46 11.1	40 13.3	68 10.5	36 7.9	37 10.3	28 15.5	63 13.3
DON'T KNOW		1 .0			1 .2				1 .2				
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
BASE		100.0 2430	100.0 277	100.0 317	100.0 451	100.0 650	100.0 413	100.0 300	100.0 645	100.0 456	100.0 360	100.0 181	100.0 474
WEIGHTED AVG.		1.37	1.24	1.40	1.38	1.39	1.36	1.18	1.32	1.46	1.45	1.47	1.37

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF DIFFERENT SUPERMARKETS RESPONDENT HAS SHOPPED IN DURING THE PAST WEEK
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
ONE		1241 51.1	190 54.6	393 49.0	231 51.1	258 57.7	165 43.9	328 53.0	426 51.6	247 52.4	218 46.8	217 50.8	1024 51.1
TWO		705 29.0	89 25.6	242 30.2	132 29.2	124 27.7	118 31.4	162 26.2	239 28.9	140 29.7	149 32.0	128 30.0	57. 28.8
THREE		167 6.9	11 3.2	49 6.1	35 7.7	29 6.5	43 11.4	27 4.4	53 6.4	33 7.0	48 10.3	27 6.3	140 7.0
FOUR		33 1.4	2 .6	15 1.9	6 1.3	2 .4	8 2.1	6 1.0	10 1.2	10 2.1	5 1.1	3 .7	30 1.5
FIVE		6 .2		2 .2		1 .2	3 .8		4 .5	1 .2	1 .2	2 .5	4 .2
SIX		2 .1		1 .1		1 .2					2 .4		2 .1
NCNE		275 11.3	56 16.1	100 12.5	48 10.6	32 7.2	38 10.1	96 15.5	94 11.4	40 8.5	42 9.0	50 11.7	225 11.2
DCN'T KNOW		1 .0					1 .3				1 .2		1 .0
TOTAL % BASE		2430 100.0 2430	348 100.0 348	802 100.0 802	452 100.0 452	447 100.0 447	376 100.0 376	619 100.0 619	826 100.0 826	471 100.0 471	466 100.0 466	427 100.0 427	2003 100.0 2003
WEIGHTED AVG.		1.37	1.18	1.37	1.38	1.37	1.54	1.22	1.36	1.42	1.50	1.35	1.37

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT CHANGED SUPERMARKET WHERE MOST OF THE SHOPPING IS DONE DURING THE PAST YEAR
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO. %	443 10.2	37 83.4	54 17.0	95 41.1	142 21.8	78 18.9	79 26.3	147 22.8	92 20.2	55 15.3	27 14.9	42 8.9
NO		1987 81.8	240 86.6	263 83.0	356 78.9	508 78.2	335 81.1	221 73.7	498 77.2	364 79.8	305 84.7	154 85.1	432 91.1

TOTAL	2430	277	317	451	650	413	300	645	456	360	181	474
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT CHANGED SUPERMARKET WHERE MOST OF THE SHOPPING IS DONE DURING THE PAST YEAR
 BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX		
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
YES	NO. %	443 18.2	43 12.4	142 17.7	92 20.4	91 20.4	75 19.9	113 18.3	150 18.2	87 18.5	85 18.2	76 17.8	367 18.3
NO		1987 81.8	305 87.6	660 82.3	360 79.6	356 79.6	301 80.1	506 81.7	676 81.8	384 81.5	381 81.8	351 82.2	1636 81.7

TOTAL	2430	348	802	452	447	376	619	826	471	466	427	2003
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

REASONS FOR CHANGING THE SUPERMARKET WHERE RESPONDENT SHOPS MOST
(BASED ON THOSE WHO CHANGED SUPERMARKETS IN THE PAST YEAR)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	TOTAL SAMPLE	INCOME					AGE					
		UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
CLOSED MY USUAL SUPERMARKET	24 5.4	2 5.4	6 11.1	4 4.2	6 4.2	3 3.8	2 2.5	9 6.1	3 3.3	4 7.3	11 11.1	3 7.1
MOVED TO A DIFFERENT AREA	131 29.6	9 24.3	14 25.9	22 23.2	44 31.0	31 39.7	27 34.2	53 36.1	28 30.4	7 12.7	6 22.2	10 23.8
CLEANER STORE	11 2.5	1 2.7	1 1.9	2 2.1	6 4.2		1 1.3	5 3.4	3 3.3	2 3.6		
LOWER PRICES	163 36.8	16 43.2	22 40.7	45 47.4	47 33.1	22 28.2	32 40.5	52 35.4	37 40.2	22 40.0	7 25.9	12 28.6
LOCATION/CLOSER/MORE CONVENIENT	65 14.7	8 21.6	6 11.1	11 11.6	19 13.4	12 15.4	10 12.7	18 12.2	17 18.5	7 12.7	4 14.8	9 21.4
BETTER PRODUCE	15 3.4		2 3.7	2 2.1	3 2.1	6 7.7	2 2.5	5 3.4	3 3.3	3 5.5	1 3.7	1 2.4
BETTER MEATS	19 4.3	3 8.1	1 1.9	2 2.1	7 4.9	3 3.8	2 2.5	7 4.8	3 3.3	2 3.6	11 11.1	2 4.8
PERSONNEL FRIENDLY/ HELPFUL/LIKE THE PERSONNEL	12 2.7		2 3.7	4 4.2	3 2.1	3 3.8	2 2.5	2 1.4	1 1.1	4 7.3	2 7.4	1 2.4
BETTER SELECTION/ VARIETY OF FOODS	32 7.2	1 2.7	1 1.9	9 9.5	12 8.5	6 7.7	5 6.3	10 6.8	7 7.6	5 9.1	4 14.8	1 2.4
ALL OTHERS	66 14.9	6 16.2	7 13.0	11 11.6	25 17.6	12 15.4	7 8.9	18 12.2	9 9.8	16 29.1	4 14.8	12 28.6
DOEN'T KNOW/NO REASON	7 1.6	1 2.7	2 3.7	1 1.1	2 1.4	1 1.3	3 3.8	1 .7			1 3.7	2 4.8
BASE	443	37	54	95	142	78	79	147	92	55	27	42

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

REASONS FOR CHANGING THE SUPERMARKET WHERE RESPONDENT SHOPS MOST
(BASED ON THOSE WHO CHANGED SUPERMARKETS IN THE PAST YEAR)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO.	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
CLOSED MY USUAL SUPERMARKET	24 5.4		3 7.0	10 7.0	6 6.5	2 2.2	3 4.0	10 8.8	9 6.0	1 1.1	4 4.7	1 1.3	23 6.3
MOVED TO A DIFFERENT AREA	131 29.6		14 32.6	44 31.0	28 30.4	29 31.9	16 21.3	42 37.2	34 22.7	26 29.9	24 28.2	30 39.5	101 27.5
CLEANER STORE	11 2.5		1 2.3	2 1.4	1 1.1	2 2.2	5 6.7	3 2.7	4 2.7	1 1.1	3 3.5	1 1.3	10 2.7
LOWER PRICES	163 36.8		10 23.3	49 34.5	30 32.6	39 42.9	35 46.7	36 31.9	56 37.3	34 39.1	34 40.0	23 30.3	140 38.1
LOCATION/CLOSER/MORE CONVENIENT	65 14.7		8 18.6	19 13.4	13 14.1	12 13.2	13 17.3	13 11.5	27 18.0	11 12.6	13 15.3	7 9.2	58 15.8
BETTER PRODUCE	15 3.4		1 2.3	4 2.8	6 6.5	4 4.4		4 3.5	5 3.3	3 3.4	3 3.5	3 3.9	12 3.3
BETTER MEATS	19 4.3		1 2.3	8 5.6	1 1.1	5 5.5	4 5.3	3 2.7	7 4.7	6 6.9	3 3.5		19 5.2
PERSONNEL FRIENDLY/ HELPFUL/LIKE THE PERSONNEL	12 2.7		1 2.3	4 2.8	5 5.4	1 1.1	1 1.3	3 2.7	4 2.7	3 3.4	2 2.4	3 3.9	9 2.5
BETTER SELECTION/ VARIETY OF FOODS	32 7.2		2 4.7	10 7.0	8 8.7	10 11.0	2 2.7	5 4.4	12 8.0	10 11.5	5 5.9	5 6.6	27 7.4
ALL OTHERS	66 14.9		9 20.9	23 16.2	18 19.6	6 6.6	10 13.3	15 13.3	28 18.7	10 11.5	13 15.3	16 21.1	50 13.6
DOEN'T KNOW/NO REASON	7 1.6		2 4.7	3 2.1	1 1.1		1 1.3	1 .9	3 2.0	1 1.1	2 2.4	2 2.6	5 1.4
BASE		443	43	142	92	91	75	113	150	87	85	76	367

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

IMPORTANCE RATING OF ---
ATTRACTIVENESS AND CLEANLINESS OF STORE
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT	NO.	19	6	1	6	2	2	2	3	1	3	1	9
(1)	%	.8	2.2	.3	1.3	.3	.5	.7	.5	.2	.8	.6	1.9
(2)		12			2	3	6	2	5	4	1		
		.5			.4	.5	1.5	.7	.8	.9	.3		
(3)		19	2	3	3	3	4	2	6	3	2	1	5
		.8	.7	.9	.7	.5	1.0	.7	.9	.7	.6	.6	1.1
(4)		26	4	1	8	8	2	1	9	6	3		5
		1.1	1.4	.3	1.8	1.2	.5	.3	1.4	1.3	.8		1.1
(5)		155	13	16	33	50	21	27	46	28	25	7	21
		6.4	4.7	5.0	7.3	7.7	5.1	9.0	7.1	6.1	6.9	3.9	4.4
(6)		120	10	9	27	34	27	13	41	26	12	10	17
		4.9	3.6	2.8	6.0	5.2	6.5	4.3	6.4	5.7	3.3	5.5	3.6
(7)		280	17	26	53	85	64	46	93	53	34	15	37
		11.5	6.1	8.2	11.8	13.1	15.5	15.3	14.4	11.6	9.4	8.3	7.8
(8)		476	59	71	77	132	83	64	119	102	61	33	97
		19.6	21.3	22.4	17.1	20.3	20.1	21.3	18.4	22.4	16.9	18.2	20.5
(9)		1321	166	189	242	332	204	143	323	233	218	114	282
MOST IMPORTANT		54.4	59.9	59.6	53.7	51.1	49.4	47.7	50.1	51.1	60.6	63.0	59.5
DOEN'T KNOW		2		1		1					1		1
		.1		.3		.2					.3		.2
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		7.97	8.08	8.22	7.86	7.92	7.87	7.83	7.83	7.94	8.10	8.25	8.08

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
ATTRACTIVENESS AND CLEANLINESS OF STORE
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
		ONE	TWO	THREE	FOUR	FIVE OR MORE	\$10-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
LEAST IMPORTANT	NO. %											
(1)	19 .8	1 .3	7 .9	2 .4	2 .4	7 1.9	6 1.0	7 .8	3 .6	2 .4	3 .7	16 .8
(2)	12 .5		4 .5	1 .2	2 .4	5 1.3	3 .5	2 .2	2 .4	5 1.1	2 .5	10 .5
(3)	19 .8	3 .9	5 .6	6 1.3	4 .9	1 .3	5 .8	7 .8	4 .8	2 .4	9 2.1	10 .5
(4)	26 1.1	3 .9	12 1.5	1 .2	4 .9	6 1.6	8 1.3	7 .8	6 1.3	4 .9	5 1.2	21 1.0
(5)	155 6.4	22 6.3	46 5.7	27 6.0	38 8.5	22 5.9	36 5.8	62 7.5	28 5.9	27 5.8	36 8.4	119 5.9
(6)	120 4.9	29 8.3	45 5.6	15 3.3	15 3.4	16 4.3	40 6.5	39 4.7	19 4.0	20 4.3	38 8.9	82 4.1
(7)	280 11.5	33 9.5	88 11.0	57 12.6	59 13.2	42 11.2	65 10.5	87 10.5	59 12.5	63 13.5	65 15.2	215 10.7
(8)	476 19.6	79 22.7	154 19.2	94 20.8	84 18.8	65 17.3	134 21.6	179 21.7	83 17.6	74 15.9	84 19.7	392 19.6
(9) MOST IMPORTANT	1321 54.4	178 51.1	440 54.9	249 55.1	238 53.2	212 56.4	321 51.9	436 52.8	267 56.7	268 57.5	183 42.9	1138 56.8
DCN'T KNOW	2 .1		1 .1		1 .2		1 .2			1 .2	2 .5	
TOTAL	2430	348	802	452	447	376	619	826	471	466	427	2003
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.	7.97	7.96	7.97	8.06	7.94	7.90	7.92	7.95	8.02	8.03	7.61	8.05

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
GOOD PARKING FACILITIES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

LEAST IMPORTANT (1)	NO. %	TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
		55 2.3	11 4.0	4 1.3	16 3.5	5 1.1	11 2.7	8 2.7	11 1.7	9 2.0	8 2.2	1 .6	17 3.6
(2)		55 2.3	5 1.8	9 2.8	13 2.9	14 2.2	9 2.2	10 3.3	20 3.1	8 1.8	9 2.5	3 1.7	4 .8
(3)		57 2.3	6 2.2	3 .9	12 2.7	18 2.8	12 2.9	13 4.3	22 3.4	8 1.8	8 2.2	2 1.1	4 .8
(4)		65 2.7	4 1.4	7 2.2	10 2.2	30 4.6	8 1.9	18 6.0	22 3.4	14 3.1	7 1.9	2 1.1	2 .4
(5)		373 15.3	25 9.0	46 14.5	74 16.4	127 19.5	68 16.5	64 21.3	133 20.6	75 16.4	45 12.5	17 9.4	35 7.4
(6)		160 6.6	14 5.1	12 3.8	34 7.5	46 7.1	34 8.2	23 7.7	67 10.4	28 6.1	20 5.6	6 3.3	15 3.2
(7)		314 12.9	21 7.6	39 12.3	57 12.6	86 13.2	69 16.7	41 13.7	94 14.6	68 14.9	42 11.7	20 11.0	46 9.7
(8)		381 15.7	56 20.2	49 15.5	70 15.5	85 13.1	73 17.7	44 14.7	89 13.8	86 18.9	60 16.7	29 16.0	72 15.2
(9) MOST IMPORTANT		959 39.5	134 48.4	147 46.4	162 35.9	236 36.3	128 31.0	77 25.7	185 28.7	158 34.6	160 44.4	100 55.2	276 58.2
DON'T KNOW		11 .5	1 .4	1 .3	3 .7	3 .5	1 .2	2 .7	2 .3	2 .4	1 .3	1 .6	3 .6
TOTAL % BASE		2430 100.0 2430	277 100.0 277	317 100.0 317	451 100.0 451	650 100.0 650	413 100.0 413	300 100.0 300	645 100.0 645	456 100.0 456	360 100.0 360	181 100.0 181	474 100.0 474
WEIGHTED AVG.		7.15	7.48	7.43	6.94	6.99	6.94	6.47	6.70	7.12	7.35	7.86	7.84

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
GOOD PARKING FACILITIES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
LEAST IMPORTANT (1)		55 2.3	19 5.5	18 2.2	8 1.8	4 .9	6 1.6	25 4.0	11 1.3	5 1.7	7 1.5	14 3.3	41 2.0
(2)		55 2.3	8 2.3	15 1.9	15 3.3	11 2.5	6 1.6	17 2.7	22 2.7	9 1.9	6 1.3	12 2.8	43 2.1
(3)		57 2.3	5 1.4	23 2.9	10 2.2	10 2.2	9 2.4	16 2.6	19 2.3	11 2.3	10 2.1	15 3.5	42 2.1
(4)		65 2.7	10 2.9	15 1.9	14 3.1	11 2.5	15 4.0	15 2.4	24 2.9	12 2.5	14 3.0	14 3.3	51 2.5
(5)		373 15.3	42 12.1	114 14.2	67 14.8	74 16.6	74 19.7	95 15.3	126 15.3	64 13.6	84 18.0	57 13.3	316 15.8
(6)		166 6.6	19 5.5	49 6.1	35 7.7	34 7.6	23 6.1	39 6.3	46 5.6	40 8.5	30 6.4	35 8.2	125 6.2
(7)		314 12.9	40 11.5	100 12.5	64 14.2	65 14.5	43 11.4	77 12.4	96 11.6	79 16.8	55 11.8	64 15.0	250 12.5
(8)		381 15.7	56 16.1	111 13.8	84 18.6	66 14.8	64 17.0	99 16.0	125 15.1	77 16.3	74 15.9	58 13.6	323 16.1
MOST IMPORTANT (9)		959 39.5	146 42.0	355 44.3	153 33.8	169 37.8	135 35.9	232 37.5	354 42.9	169 35.9	184 39.5	155 36.3	804 40.1
DON'T KNOW		11 .5	3 .9	2 .2	2 .4	3 .7	1 .3	4 .6	3 .4	2 .4	2 .4	3 .7	8 .4
TOTAL BASE		2430 100.0 2430	348 100.0 348	802 100.0 802	452 100.0 452	447 100.0 447	376 100.0 376	619 100.0 619	826 100.0 826	471 100.0 471	466 100.0 466	427 100.0 427	2003 100.0 2003
WEIGHTED AVG.		7.15	7.12	7.28	7.04	7.16	7.04	6.98	7.26	7.16	7.19	6.94	7.20

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
 VARIETY AND SELECTION OF GROCERY MERCHANDISE
 IN DECIDING WHICH SUPERMARKET TO SHOP IN
 BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT (1)		28 1.2	5 1.8	3 .9	4 .9	6 .9	5 1.2	2 .7	7 1.1	4 .9	4 1.1	4 2.2	7 1.5
(2)		11 .5	3 1.1	2 .6	1 .2	1 .2	2 .5	1 .3	1 .2	1 .2	4 1.1		4 .8
(3)		19 .8	4 1.4	2 .6	3 .7	2 .3	5 1.2	3 1.0	4 .6	3 .7	4 1.1	1 .6	4 .8
(4)		24 1.0	4 1.4	1 .3	6 1.3	4 .6	5 1.2	2 .7	7 1.1	3 .7	2 .6	3 1.7	5 1.1
(5)		194 8.0	12 4.3	25 7.9	39 8.6	52 8.0	38 9.2	19 6.3	57 8.8	52 11.4	21 5.8	12 6.6	30 6.3
(6)		122 5.0	14 5.1	18 5.7	22 4.9	33 5.1	17 4.1	20 6.7	29 4.5	19 4.2	24 6.7	7 3.9	23 4.9
(7)		385 15.8	35 12.6	45 14.2	73 16.2	112 17.2	76 18.4	54 18.0	120 18.6	67 14.7	51 14.2	25 13.8	67 14.1
(8)		543 22.3	57 20.6	66 20.8	114 25.3	139 21.4	96 23.2	67 22.3	158 24.5	113 24.8	68 18.9	40 22.1	93 19.6
(9) MOST IMPORTANT		1097 45.1	141 50.9	154 48.6	189 41.9	298 45.8	169 40.9	132 44.0	262 40.6	193 42.3	181 50.3	87 48.1	238 50.2
DCN'T KNOW		7 .3	2 .7	1 .3		3 .5				1 .2	1 .3	2 1.1	3 .6
TOTAL BASE		2430 100.0 2430	277 100.0 277	317 100.0 317	451 100.0 451	650 100.0 650	413 100.0 413	300 100.0 300	645 100.0 645	456 100.0 456	360 100.0 360	181 100.0 181	474 100.0 474
WEIGHTED AVG.		7.77	7.83	7.84	7.74	7.83	7.64	7.79	7.71	7.72	7.83	7.82	7.83

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
VARIETY AND SELECTION OF GROCERY MERCHANDISE
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

LEAST IMPORTANT (1)	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
(1)		28 1.2	5 1.4	12 1.5	1 .2	3 .7	7 1.9	13 2.1	8 1.0	4 .8	2 .4	7 1.6	21 1.0
(2)		11 .5	2 .6	3 .4	2 .4	3 .7	1 .3	2 .3	5 .6	3 .6		2 .5	9 .4
(3)		19 .8	3 .9	9 1.1	4 .9	2 .4	1 .3	8 1.3	4 .5	4 .8	3 .6	5 1.2	14 .7
(4)		24 1.0	5 1.4	6 .7	2 .4	6 1.3	5 1.3	5 .8	8 1.0	5 1.1	3 .6	6 1.4	18 .9
(5)		194 8.0	33 9.5	61 7.6	33 7.3	35 7.8	31 8.2	56 9.0	68 8.2	34 7.2	29 4.7	43 10.1	151 7.5
(6)		122 5.0	23 6.6	45 5.6	20 4.4	17 3.8	17 4.5	37 6.0	48 5.8	21 4.5	12 2.6	39 9.1	83 4.1
(7)		385 15.8	53 15.2	119 14.8	78 17.3	68 15.2	67 17.8	97 15.7	142 17.2	70 14.9	71 15.2	74 17.3	311 15.5
(8)		543 22.3	69 19.8	179 22.3	97 21.5	116 26.0	80 21.3	146 23.6	169 20.5	107 22.7	114 24.5	93 21.8	450 22.5
(9) MOST IMPORTANT		1097 45.1	152 43.7	367 45.8	214 47.3	196 43.8	166 44.1	252 40.7	373 45.2	222 47.1	231 49.6	156 36.5	941 47.0
DCN'T KNOW		7 .3	3 .9	1 .1	1 .2	1 .2	1 .3	3 .5	1 .1	1 .2	1 .2	2 .5	5 .2
TOTAL BASE		2430 100.0 2430	348 100.0 348	802 100.0 802	452 100.0 452	447 100.0 447	376 100.0 376	619 100.0 619	826 100.0 826	471 100.0 471	466 100.0 466	427 100.0 427	2003 100.0 2003
WEIGHTED AVG.		7.77	7.63	7.76	7.89	7.81	7.71	7.59	7.75	7.83	8.02	7.45	7.83

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
OVERALL PRICES OF GROCERIES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT	NO. %												
(1)		34 1.4	5 1.8	2 .6	5 1.1	8 1.2	8 1.9	3 1.0	12 1.9	6 1.3	3 .8	2 1.1	6 1.3
(2)		21 .9	4 1.4	3 .9	4 .9	3 .5	5 1.2	3 1.0	6 .9	6 1.3	2 .6		4 .8
(3)		36 1.5	10 3.6	4 1.3	2 .4	4 .6	7 1.7	3 1.0	10 1.6	6 1.3	8 2.2		8 1.7
(4)		30 1.2	5 1.8	4 1.3	9 2.0	4 .6	7 1.7	6 2.0	9 1.4	5 1.1	3 .8	3 1.7	4 .8
(5)		205 8.4	16 5.8	33 10.4	36 8.0	49 7.5	45 10.9	17 5.7	60 9.3	41 9.0	28 7.8	22 12.2	37 7.8
(6)		116 4.8	16 5.8	15 4.7	21 4.7	24 3.7	21 5.1	10 3.3	36 5.6	21 4.6	8 2.2	10 5.5	30 6.3
(7)		289 11.9	28 10.1	31 9.8	52 11.5	94 14.5	55 13.3	39 13.0	86 13.3	44 9.6	43 11.9	24 13.3	51 10.8
(8)		415 17.1	51 18.4	48 15.1	91 20.2	105 16.2	76 18.4	52 17.3	114 17.7	65 14.3	60 16.7	30 16.6	93 19.6
(9) MOST IMPORTANT		1277 52.6	141 50.9	175 55.2	231 51.2	357 54.9	189 45.8	167 55.7	312 48.4	262 57.5	205 56.9	88 48.6	236 49.8
DOEN'T KNOW		7 .3	1 .4	2 .6		2 .3						2 1.1	5 1.1
TOTAL BASE		2430 100.0 2430	277 100.0 277	317 100.0 317	451 100.0 451	650 100.0 650	413 100.0 413	300 100.0 300	645 100.0 645	456 100.0 456	360 100.0 360	181 100.0 181	474 100.0 474
WEIGHTED AVG.		7.78	7.65	7.83	7.83	7.94	7.54	7.93	7.64	7.84	7.94	7.73	7.77

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
OVERALL PRICES OF GROCERIES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
		ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
LEAST IMPORTANT	NO. %											
(1)	34 1.4	5 1.4	12 1.5	2 .4	5 1.1	9 2.4	11 1.8	12 1.5	5 1.1	6 1.3	10 2.3	24 1.2
(2)	21 .9	3 .9	9 1.1	2 .4	2 .4	5 1.3	4 .6	6 .7	2 .4	8 1.7	6 1.4	15 .7
(3)	36 1.5	7 2.0	13 1.6	7 1.5	4 .9	5 1.3	15 2.4	12 1.5	5 1.1	3 .6	6 1.4	30 1.5
(4)	30 1.2	5 1.4	8 1.0	8 1.8	7 1.6	2 .5	3 .5	10 1.2	11 2.3	5 1.1	5 1.2	25 1.2
(5)	205 8.4	46 13.2	63 7.9	41 9.1	24 5.4	30 8.0	55 8.9	70 8.5	27 5.7	48 10.3	56 13.1	149 7.4
(6)	116 4.8	30 8.6	35 4.4	18 4.0	18 4.0	15 4.0	45 7.3	36 4.4	17 3.6	16 3.4	31 7.3	85 4.2
(7)	289 11.9	41 11.8	109 13.6	57 12.6	43 9.6	38 10.1	82 13.2	94 11.4	52 11.0	54 11.6	58 13.6	231 11.5
(8)	415 17.1	69 19.8	141 17.6	70 15.5	74 16.6	60 16.0	111 17.9	144 17.4	84 17.8	67 14.4	98 23.0	317 15.8
(9) MOST IMPORTANT	1277 52.6	141 40.5	408 50.9	246 54.4	269 60.2	212 56.4	290 46.8	442 53.5	266 56.5	259 55.6	154 36.1	1123 56.1
DOEN'T KNOW	7 .3	1 .3	4 .5	1 .2	1 .2		3 .5		2 .4		3 .7	4 .2
TOTAL % BASE	2430 100.0 2430	348 100.0 348	802 100.0 802	452 100.0 452	447 100.0 447	376 100.0 376	619 100.0 619	826 100.0 826	471 100.0 471	466 100.0 466	427 100.0 427	2003 100.0 2003
WEIGHTED AVG.	7.78	7.41	7.76	7.86	8.05	7.81	7.62	7.81	7.96	7.79	7.32	7.88

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
QUALITY AND FRESHNESS OF MEATS
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT	NO.	TOTAL											
(1)	%	SAMPLE											
		67	13	8	10	9	20	10	21	11	8	4	12
		2.8	4.7	2.5	2.2	1.4	4.8	3.3	3.3	2.4	2.2	2.2	2.5
(2)		20	1		6	6	4	2	5	7	3	2	1
		.8	.4		1.3	.9	1.0	.7	.8	1.5	.8	1.1	.2
(3)		22	1	4	5	5	5	1	4	5	3	4	4
		.9	.4	1.3	1.1	.8	1.2	.3	.6	1.1	.8	2.2	.8
(4)		26	1	3	4	8	5	4	9	5	3		5
		1.1	.4	.9	.9	1.2	1.2	1.3	1.4	1.1	.8		1.1
(5)		99	12	13	14	23	21	6	28	20	19	6	18
		4.1	4.3	4.1	3.1	3.5	5.1	2.0	4.3	4.4	5.3	3.3	3.8
(6)		50	4	9	5	15	7	6	14	9	3	5	11
		2.1	1.4	2.8	1.1	2.3	1.7	2.0	2.2	2.0	.8	2.8	2.3
(7)		153	24	19	22	42	25	21	48	36	14	9	24
		6.3	8.7	6.0	4.9	6.5	6.1	7.0	7.4	7.9	3.9	5.0	5.1
(8)		386	48	58	86	92	63	58	112	62	50	28	76
		15.9	17.3	18.3	19.1	14.2	15.3	19.3	17.4	13.6	13.9	15.5	16.0
(9)		1595	171	202	298	447	261	192	401	299	256	123	318
MOST IMPORTANT		65.6	61.7	63.7	66.1	68.8	63.2	64.0	62.2	65.6	71.1	68.0	67.1
DOEN'T KNOW		12	2	1	1	3	2		3	2	1		5
		.5	.7	.3	.2	.5	.5		.5	.4	.3		1.1
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		8.10	7.99	8.12	8.17	8.23	7.88	8.13	8.01	8.05	8.22	8.14	8.19

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
QUALITY AND FRESHNESS OF MEATS
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

LEAST IMPORTANT (1)	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
		67 2.8	12 3.4	20 2.5	13 2.9	11 2.5	11 2.9	27 4.4	21 2.5	13 2.8	5 1.1	12 2.8	55 2.7
(2)		20 .8	2 .6	4 .5	3 .7	6 1.3	5 1.3	6 1.0	5 .6	4 .8	5 1.1	3 .7	17 .8
(3)		22 .9	3 .9	7 .9	4 .9	3 .7	5 1.3	10 1.6	5 .6	3 .6	4 .9	8 1.9	14 .7
(4)		26 1.1	1 .3	9 1.1	5 1.1	6 1.3	5 1.3	10 1.6	8 1.0	4 .8	2 .4	3 .7	23 1.1
(5)		99 4.1	15 4.3	34 4.2	20 4.4	17 3.8	12 3.2	28 4.5	34 4.1	23 4.9	14 3.0	20 4.7	79 3.9
(6)		50 2.1	8 2.3	12 1.5	13 2.9	13 2.9	4 1.1	16 2.6	11 1.3	11 2.3	11 2.4	10 2.3	40 2.0
(7)		153 6.3	31 8.9	53 6.6	19 4.2	28 6.3	22 5.9	46 7.4	62 7.5	25 5.3	18 3.9	45 10.5	108 5.4
(8)		386 15.9	58 16.7	136 17.0	71 15.7	83 18.6	38 10.1	104 16.8	157 19.0	70 14.9	48 10.3	91 21.3	295 14.7
(9) MOST IMPORTANT		1595 65.6	215 61.8	523 65.2	303 67.0	277 62.0	273 72.6	368 59.5	521 63.1	317 67.3	355 76.2	232 54.3	1363 68.0
DO NOT KNOW		12 .5	3 .9	4 .5	1 .2	3 .7	1 .3	4 .6	2 .2	1 .2	4 .9	3 .7	9 .4
TOTAL % BASE		2430 100.0 2430	348 100.0 348	802 100.0 802	452 100.0 452	447 100.0 447	376 100.0 376	619 100.0 619	826 100.0 826	471 100.0 471	466 100.0 466	427 100.0 427	2003 100.0 2003
WEIGHTED AVG.		8.10	8.02	8.14	8.11	8.05	8.15	7.82	8.12	8.12	8.39	7.89	8.14

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
PRICES OF MEATS
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	TOTAL SAMPLE	INCOME					AGE					
		UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT (1)	87 3.6	18 6.5	7 2.2	15 3.3	13 2.0	23 5.6	10 3.3	23 3.6	16 3.5	12 3.3	5 2.8	19 4.0
(2)	48 2.0	5 1.8	9 2.8	9 2.0	13 2.0	10 2.4	8 2.7	12 1.9	14 3.1	4 1.1	1 .6	8 1.7
(3)	38 1.6	3 1.1	4 1.3	13 2.9	4 .6	8 1.9	3 1.0	10 1.6	8 1.8	6 1.7	3 1.7	7 1.5
(4)	48 2.0	7 2.5	9 2.8	4 .9	14 2.2	8 1.9	5 1.7	16 2.5	11 2.4	6 1.7	3 1.7	7 1.5
(5)	277 11.4	29 10.5	42 13.2	42 9.3	74 11.4	56 13.6	22 7.3	82 12.7	51 11.2	41 11.4	28 15.5	50 10.5
(6)	112 4.6	17 6.1	10 3.2	10 2.2	36 5.5	23 5.6	11 3.7	35 5.4	16 3.5	14 2.9	12 6.6	23 4.9
(7)	322 13.3	31 11.2	27 8.5	75 16.6	94 14.5	60 14.5	54 18.0	89 13.8	60 13.2	44 12.2	18 9.9	56 11.8
(8)	385 15.8	48 17.3	49 15.5	83 18.4	97 14.9	61 14.8	47 15.7	93 14.4	66 14.5	66 18.3	30 16.6	83 17.5
(9) MOST IMPORTANT	1099 45.2	117 42.2	158 49.8	200 44.3	302 46.5	161 39.0	140 46.7	282 43.7	212 46.5	166 46.1	80 44.2	214 45.1
DON'T KNOW	14 .6	2 .7	2 .6		3 .5	3 .7		3 .5	2 .4	1 .3	1 .6	7 1.5
TOTAL BASE	2430 100.0 2430	277 100.0 277	317 100.0 317	451 100.0 451	650 100.0 650	413 100.0 413	300 100.0 300	645 100.0 645	456 100.0 456	360 100.0 360	181 100.0 181	474 100.0 474
WEIGHTED AVG.	7.36	7.15	7.45	7.42	7.49	7.01	7.48	7.27	7.31	7.47	7.37	7.40

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
PRICES OF MEATS
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

LEAST IMPORTANT (1)	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
		87 3.6	18 5.2	28 3.5	14 3.1	14 3.1	12 3.2	33 5.3	25 3.0	16 3.4	11 2.4	19 4.4	68 3.4
(2)		48 2.0	7 2.0	21 2.6	5 1.1	6 1.3	9 2.4	19 3.1	11 1.3	11 2.3	7 1.5	13 3.0	35 1.7
(3)		38 1.6	5 1.4	15 1.9	5 1.1	6 1.3	7 1.9	12 1.9	12 1.5	8 1.7	6 1.3	9 2.1	29 1.4
(4)		48 2.0	6 1.7	9 1.1	11 2.4	11 2.5	11 2.9	9 1.5	15 1.8	13 2.8	9 1.9	10 2.3	38 1.9
(5)		277 11.4	47 13.5	93 11.6	55 12.2	46 10.3	35 9.3	80 12.9	100 12.1	37 7.9	55 11.8	64 15.0	213 10.6
(6)		112 4.6	23 6.6	42 5.2	20 4.4	16 3.6	11 2.9	34 5.5	36 4.4	18 3.8	21 4.5	33 7.7	79 3.9
(7)		322 13.3	47 13.5	112 14.0	70 15.5	48 10.7	44 11.7	91 14.7	114 13.8	66 14.0	45 9.7	56 13.1	266 13.3
(8)		385 15.8	57 16.4	128 16.0	75 16.6	74 16.6	51 13.6	95 15.3	142 17.2	76 16.1	62 13.3	77 18.0	308 15.4
(9) MOST IMPORTANT		1099 45.2	134 38.5	349 43.5	195 43.1	223 49.9	196 52.1	240 38.8	369 44.7	225 47.8	247 53.0	142 33.3	957 47.8
DON'T KNOW		14 .6	4 1.1	5 .6	2 .4	3 .7		6 1.0	2 .2	1 .2	3 .6	4 .9	10 .5
TOTAL % BASE		2430 100.0 2430	348 100.0 348	802 100.0 802	452 100.0 452	447 100.0 447	376 100.0 376	619 100.0 619	826 100.0 826	471 100.0 471	466 100.0 466	427 100.0 427	2003 100.0 2003
WEIGHTED AVG.		7.36	7.08	7.30	7.38	7.54	7.49	7.02	7.42	7.45	7.59	6.89	7.45

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
GOOD STORE ARRANGEMENT - EASE OF SHOPPING
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

LEAST IMPORTANT (1)	NO. %	TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
		42 1.7	7 2.5	1 .3	7 1.6	7 1.1	15 3.6	2 .7	7 1.1	6 1.3	14 3.9	3 1.7	10 2.1
(2)		44 1.8	4 1.4	5 1.6	7 1.6	11 1.7	14 3.4	10 3.3	16 2.5	9 2.0	3 .8	1 .6	3 .6
(3)		58 2.4	3 1.1	8 2.5	11 2.4	15 2.3	14 3.4	3 1.0	15 2.3	15 3.3	10 2.8	5 2.8	8 1.7
(4)		78 3.2	8 2.9	5 1.6	13 2.9	31 4.8	14 3.4	18 6.0	26 4.0	16 3.5	11 3.1	3 1.7	4 .8
(5)		402 16.5	24 8.7	52 16.4	83 18.4	117 18.0	84 20.3	68 22.7	134 20.8	79 17.3	50 13.9	21 11.6	49 10.3
(6)		187 7.7	14 5.1	25 7.9	44 9.8	56 8.6	29 7.0	30 10.0	62 9.6	39 8.6	16 4.4	7 3.9	32 6.8
(7)		377 15.5	33 11.9	40 12.6	67 14.9	109 16.8	69 16.7	54 18.0	107 16.6	87 19.1	47 13.1	28 15.5	51 10.8
(8)		445 18.3	64 23.1	60 18.9	94 20.8	114 17.5	67 16.2	54 18.0	118 18.3	69 15.1	63 17.5	36 19.9	104 21.9
(9) MOST IMPORTANT		793 32.6	118 42.6	120 37.9	125 27.7	189 29.1	107 25.9	61 20.3	160 24.8	136 29.8	146 40.6	76 42.0	210 44.3
DON'T KNOW		4 .2	2 .7	1 .3		1 .2						1 .6	3 .6
TOTAL BASE		2430 100.0 2430	277 100.0 277	317 100.0 317	451 100.0 451	650 100.0 650	413 100.0 413	300 100.0 300	645 100.0 645	456 100.0 456	360 100.0 360	181 100.0 181	474 100.0 474
WEIGHTED AVG.		7.04	7.51	7.29	6.94	6.93	6.58	6.61	6.76	6.90	7.19	7.48	7.58

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
GOOD STORE ARRANGEMENT - EASE OF SHOPPING
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
LEAST IMPORTANT	NO.												
(1)	42	1.7	7	13	4	4	14	14	15	4	7	13	29
			2.0	1.6	.9	.9	3.7	2.3	1.8	.8	1.5	3.0	1.4
(2)	44	1.8	9	16	6	6	7	14	13	6	10	11	33
			2.6	2.0	1.3	1.3	1.9	2.3	1.6	1.3	2.1	2.6	1.6
(3)	58	2.4	7	22	14	7	7	14	22	10	12	18	40
			2.0	2.7	3.1	1.6	1.9	2.3	2.7	2.1	2.6	4.2	2.0
(4)	78	3.2	14	22	9	22	11	26	20	13	17	16	62
			4.0	2.7	2.0	4.9	2.9	4.2	2.4	2.8	3.6	3.7	3.1
(5)	402	16.5	50	115	81	77	79	106	137	78	78	73	329
			14.4	14.3	17.9	17.2	21.0	17.1	16.6	16.6	16.7	17.1	16.4
(6)	187	7.7	26	56	45	33	27	41	68	38	39	45	142
			7.5	7.0	10.0	7.4	7.2	6.6	8.2	8.1	8.4	10.5	7.1
(7)	377	15.5	41	125	76	71	63	95	114	75	84	60	317
			11.8	15.6	16.8	15.9	16.8	15.3	13.8	15.9	18.0	14.1	15.8
(8)	445	18.3	67	153	74	85	66	122	147	102	66	79	366
			19.3	19.1	16.4	19.0	17.6	19.7	17.8	21.7	14.2	18.5	18.3
(9) MOST IMPORTANT	793	32.6	125	280	142	141	102	184	290	144	153	110	683
			35.9	34.9	31.4	31.5	27.1	29.7	35.1	30.6	32.8	25.8	34.1
DCN'T KNOW	4	.2	2		1	1		3		1		2	2
			.6		.2	.2		.5		.2		.5	.1
TOTAL	2430	2430	348	802	452	447	376	619	826	471	466	427	2003
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.	7.04	7.04	7.10	7.14	7.03	7.07	6.75	6.92	7.10	7.13	6.97	6.66	7.12

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
COURTEOUS AND HELPFUL EMPLOYEES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT	NO.												
(1)	25	1.0	1.3		6	5	9	2	2	8	7	1	5
	1.0		1.1		1.3	.8	2.2	.7	.3	1.8	1.9	.6	1.1
(2)	34	1.4	4	4	3	10	9	6	16	5			6
	1.4		1.4	1.3	.7	1.5	2.2	2.0	2.5	1.1			1.3
(3)	27	1.1	1	6	5	9	5	4	12	5	1	1	4
	1.1		.4	1.9	1.1	1.4	1.2	1.3	1.9	1.1	.3	.6	.8
(4)	39	1.6	4	1	8	15	9	5	17	7	5	3	2
	1.6		1.4	.3	1.8	2.3	2.2	1.7	2.6	1.5	1.4	1.7	.4
(5)	285	11.7	15	43	61	92	51	50	97	59	33	18	28
	11.7		5.4	13.6	13.5	14.2	12.3	16.7	15.0	12.9	9.2	9.9	5.9
(6)	144	5.9	8	14	33	34	36	24	54	29	19	5	13
	5.9		2.9	4.4	7.3	5.2	8.7	8.0	8.4	6.4	5.3	2.8	2.7
(7)	322	13.3	24	33	66	90	71	52	111	61	40	14	43
	13.3		8.7	10.4	14.6	13.8	17.2	17.3	17.2	13.4	11.1	7.7	9.1
(8)	456	18.8	64	55	73	124	74	48	100	88	72	47	96
	18.8		23.1	17.4	16.2	19.1	17.9	16.0	15.5	19.3	20.0	26.0	20.3
(9)	1097	45.1	153	161	196	271	149	109	236	194	183	92	276
MOST IMPORTANT			45.1	50.8	43.5	41.7	36.1	36.3	36.6	42.5	50.8	50.8	58.2
DOCN'T KNOW	1	.0	1										1
	.0		.4										.2
TOTAL	2430	100.0	277	317	451	650	413	300	645	456	360	181	474
BASE	2430	100.0	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		7.57	8.01	7.73	7.48	7.44	7.21	7.23	7.21	7.47	7.81	7.94	8.05

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
COURTEOUS AND HELPFUL EMPLOYEES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
		ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
LEAST IMPORTANT (1)	25 1.0	2 .6	11 1.4	1 .2	2 .4	9 2.4	6 1.0	9 1.1	3 .6	6 1.3	6 1.4	19 .9
(2)	34 1.4	1 .3	12 1.5	9 2.0	5 1.1	7 1.9	8 1.3	10 1.2	10 2.1	5 1.1	13 3.0	21 1.0
(3)	27 1.1	4 1.1	10 1.2	7 1.5	4 .9	2 .5	7 1.1	10 1.2	7 1.5	3 .6	11 2.6	16 .8
(4)	39 1.6	4 1.1	9 1.1	8 1.8	6 1.3	12 3.2	7 1.1	13 1.6	12 2.5	7 1.5	8 1.9	31 1.5
(5)	285 11.7	35 10.1	76 9.5	68 15.0	56 12.5	50 13.3	75 12.1	103 12.5	53 11.3	51 10.9	48 11.2	237 11.8
(6)	144 5.9	24 6.9	44 5.5	26 5.8	32 7.2	17 4.5	45 7.3	38 4.6	28 5.9	28 6.0	39 9.1	105 5.2
(7)	322 13.3	41 11.8	109 13.6	60 13.3	63 14.1	49 13.0	84 13.6	115 13.9	58 12.3	62 13.3	68 15.9	254 12.7
(8)	456 18.8	74 21.3	155 19.3	81 17.9	78 17.4	66 17.6	124 20.0	159 19.2	84 17.8	83 17.8	68 15.9	388 19.4
MOST IMPORTANT (9)	1097 45.1	162 46.6	376 46.9	192 42.5	201 45.0	164 43.6	262 42.3	369 44.7	216 45.9	221 47.4	165 38.6	932 46.5
DCN'T KNOW	1 .0	1 .3					1 .2				1 .2	
TOTAL BASE	2430 100.0 2430	348 100.0 348	802 100.0 802	452 100.0 452	447 100.0 447	376 100.0 376	619 100.0 619	826 100.0 826	471 100.0 471	466 100.0 466	427 100.0 427	2003 100.0 2003
WEIGHTED AVG.	7.57	7.75	7.65	7.44	7.59	7.38	7.53	7.57	7.53	7.65	7.22	7.65

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
CONVENIENT LOCATION
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	INCOME						AGE					
		TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT (1)		36 1.5	8 2.9	4 1.3	5 1.1	6 .9	8 1.9	5 1.7	7 1.1	4 .9	9 2.5	2 1.1	9 1.9
(2)		10 .4		2 .6		4 .6	3 .7	2 .7	3 .5	3 .7			2 .4
(3)		37 1.5	3 1.1	9 2.8	7 1.6	10 1.5	5 1.2	7 2.3	13 2.0	5 1.1	3 .8	4 2.2	4 .8
(4)		43 1.8		4 1.3	7 1.6	9 1.4	13 3.1	7 2.3	13 2.0	8 1.8	8 2.2	5 2.8	2 .4
(5)		257 10.6	25 9.0	35 11.0	47 10.4	81 12.5	37 9.0	33 11.0	62 9.6	55 12.1	41 11.4	16 8.8	49 10.3
(6)		123 5.1	8 2.9	17 5.4	24 5.3	31 4.8	26 6.3	11 3.7	38 5.9	23 5.0	19 5.3	8 4.4	21 4.4
(7)		302 12.4	21 7.6	28 8.8	68 15.1	96 14.8	49 11.9	54 18.0	98 15.2	56 12.3	42 11.7	16 8.8	36 7.6
(8)		388 16.0	40 14.4	58 18.3	73 16.2	104 16.0	70 16.9	46 15.3	115 17.8	77 16.9	51 14.2	27 14.9	71 15.0
(9) MOST IMPORTANT		1232 50.7	171 61.7	160 50.5	220 48.8	309 47.5	202 48.9	135 45.0	295 45.7	225 49.3	187 51.9	103 56.9	279 58.9
DCN'T KNOW		2 .1	1 .4						1 .2				1 .2
TOTAL BASE		2430 100.0 2430	277 100.0 277	317 100.0 317	451 100.0 451	650 100.0 650	413 100.0 413	300 100.0 300	645 100.0 645	456 100.0 456	360 100.0 360	181 100.0 181	474 100.0 474
WEIGHTED AVG.		7.69	7.96	7.66	7.70	7.62	7.61	7.50	7.61	7.68	7.65	7.83	7.90

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
CONVENIENT LOCATION
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
LEAST IMPORTANT	NO.												
(1)	36	1.5	1.7	1.7	1.1	.7	2.1	1.6	1.6	1.3	1.5	2.1	1.3
(2)	10	.4	.6	.5		.9		.6	.4	.4	.2	.7	.3
(3)	37	1.5	.9	1.7	2.2	.9	1.6	1.9	1.1	1.5	1.7	2.3	1.3
(4)	43	1.8	.3	1.5	1.3	2.9	2.9	1.5	1.7	1.5	2.6	1.4	1.8
(5)	257	10.6	9.2	9.6	10.6	10.1	14.6	10.8	10.5	10.6	11.2	10.3	10.6
(6)	123	5.1	5.5	4.2	6.0	5.1	5.3	5.2	4.6	5.7	5.4	6.1	4.8
(7)	302	12.4	9.8	11.3	13.7	13.9	14.1	11.1	13.1	14.9	10.5	13.3	12.2
(8)	388	16.0	15.2	16.1	17.9	15.2	14.9	14.5	18.5	15.5	13.9	15.5	16.1
MOST IMPORTANT	(9)	1232	50.7	56.6	42.7	46.9	50.3	44.4	52.3	48.5	48.6	53.0	51.3
DOEN'T KNOW		2	.1	.3		.2		.3				.2	.1
TOTAL	4	2430	348	802	452	447	376	619	826	471	466	427	2003
BASE		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.		7.69	7.87	7.75	7.65	7.70	7.41	7.68	7.69	7.66	7.68	7.55	7.72

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
QUALITY AND FRESHNESS OF FRUITS AND VEGETABLES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. 4	TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT (1)		26 1.1	4 1.4	3 .9	3 .7	4 .6	8 1.9	3 1.0	4 .6	4 .9	5 1.4	3 1.7	6 1.3
(2)		18 .7	5 1.8	3 .9	3 .7	2 .3	2 .5	2 .7	3 .5	5 1.1	2 .6	1 .6	5 1.1
(3)		11 .5	2 .7	2 .6	1 .2	2 .3	3 .7	1 .3	4 .6	2 .4	2 .6		2 .4
(4)		20 .8		4 1.3	5 1.1	5 .8	4 1.0	3 1.0	5 .8	2 .4	3 .8	1 .6	6 1.3
(5)		124 5.1	16 5.8	13 4.1	25 5.5	32 4.9	16 3.9	20 6.7	35 5.4	24 5.3	11 3.1	6 3.3	26 5.5
(6)		79 3.3	7 2.5	9 2.8	12 2.7	25 3.8	19 4.6	12 4.0	24 3.7	17 3.7	5 1.4	7 3.9	13 2.7
(7)		266 10.9	36 13.0	34 10.7	55 12.2	76 11.7	37 9.0	38 12.7	75 11.6	53 11.6	35 9.7	18 9.9	45 9.5
(8)		452 18.6	47 17.0	60 18.9	85 18.8	121 18.6	82 19.9	55 18.3	129 20.0	91 20.0	61 16.9	28 15.5	87 18.4
(9) MOST IMPORTANT		1430 58.8	160 57.8	186 58.7	262 58.1	383 58.9	241 58.4	166 55.3	366 56.7	256 56.1	236 65.6	117 64.6	282 59.5
DON'T KNOW		4 .2		3 .9			1 .2			2 .4			2 .4
TOTAL BASE		2430 100.0 2430	277 100.0 277	317 100.0 317	451 100.0 451	650 100.0 650	413 100.0 413	300 100.0 300	645 100.0 645	456 100.0 456	360 100.0 360	181 100.0 181	474 100.0 474
WEIGHTED AVG.		8.09	7.98	8.10	8.10	8.14	8.05	7.98	8.08	8.05	8.25	8.20	8.06

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
QUALITY AND FRESHNESS OF FRUITS AND VEGETABLES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

LEAST IMPORTANT (1)	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
(1)		26 1.1	1 .3	10 1.2	5 1.1	1 .2	9 2.4	7 1.1	7 .8	5 1.1	6 1.3	8 1.9	18 .9
(2)		18 .7	2 .6	7 .9	4 .9	3 .7	2 .5	6 1.0	3 .4	8 1.7	1 .2	4 .9	14 .7
(3)		11 .5	1 .3	1 .1	4 .9	1 .2	4 1.1	3 .5	3 .4	2 .4	3 .6	3 .7	8 .4
(4)		20 .8	2 .6	11 1.4	2 .4	3 .7	2 .5	8 1.3	5 .6	5 1.1	2 .4	5 1.2	15 .7
(5)		124 5.1	27 7.8	32 4.0	23 5.1	22 4.9	20 5.3	36 5.8	44 5.3	25 5.3	17 3.6	34 8.0	90 4.5
(6)		79 3.3	10 2.9	24 3.0	13 2.9	21 4.7	10 2.7	22 3.6	27 3.3	15 3.2	13 2.8	24 5.6	55 2.7
(7)		266 10.9	32 9.2	88 11.0	56 12.4	55 12.3	34 9.0	61 9.9	105 12.7	51 10.8	41 8.8	60 14.1	206 10.3
(8)		452 18.6	77 22.1	157 19.6	72 15.9	87 19.5	59 15.7	114 18.4	164 19.9	99 21.0	67 14.4	96 22.5	356 17.8
(9) MOST IMPORTANT		1430 58.8	196 56.3	470 58.6	272 60.2	253 56.6	236 62.8	361 58.3	466 56.4	261 55.4	315 67.6	191 44.7	1239 61.9
DCN'T KNOW		4 .2		2 .2	1 .2	1 .2		1 .2	2 .2		1 .2	2 .5	2 .1
TOTAL BASE		2430 100.0 2430	348 100.0 348	802 100.0 802	452 100.0 452	447 100.0 447	376 100.0 376	619 100.0 619	826 100.0 826	471 100.0 471	466 100.0 466	427 100.0 427	2003 100.0 2003
WEIGHTED AVG.		8.09	8.09	8.10	8.08	8.11	8.05	8.03	8.09	7.98	8.27	7.68	8.17

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
PRICES OF FRUITS AND VEGETABLES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT	NO.	TOTAL											
(1)	51	SAMPLE											
	2.1		3.2	.9	2.7	1.4	3.4	1.7	1.4	1.5	3.3	1.7	2.7
(2)	33		2.2	.9	.9	.9	1.9		1.1	.8	.6	1.2	.5
	1.4								1.7	1.8	1.7	1.1	1.1
(3)	37		1.1	1.6	1.1	1.4	2.9	1.7	1.3	.8	1.1	2.4	.3
	1.5								2.0	1.8	1.1	2.2	.6
(4)	54		1.8	4.7	1.1	2.0	2.7	2.3	1.5	1.0	1.0	.1	1.0
	2.2								2.3	2.2	2.8	.6	2.1
(5)	302		9.4	10.4	10.9	13.5	16.5	10.3	9.0	5.8	4.7	3.1	4.3
	12.4								14.0	12.7	13.1	17.1	9.1
(6)	134		5.1	4.1	5.5	6.2	7.0	8.0	4.3	2.7	1.1	.6	2.2
	5.5								6.7	5.9	3.1	3.3	4.6
(7)	398		13.4	14.2	18.2	17.2	16.2	16.7	12.1	7.5	4.8	2.7	7.4
	16.4								18.8	16.4	13.3	14.9	15.6
(8)	448		20.9	17.4	19.5	17.8	16.5	22.0	10.4	7.5	6.6	3.6	9.8
	18.4								16.1	16.4	18.3	19.9	20.7
(9)	962		42.2	44.8	40.1	39.2	32.4	37.3	23.8	18.7	15.5	6.9	20.0
MOST IMPORTANT	39.6								36.9	41.0	43.1	38.1	42.2
DON'T KNOW	11												
	.5		.7	.9		.2	.2		.2	.1	.3	1.2	.6
													1.3
TOTAL	2430		277	317	451	650	413	300	645	456	360	181	474
BASE	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	2430		277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.	7.35		7.42	7.52	7.44	7.39	6.92	7.44	7.23	7.36	7.34	7.33	7.52

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
PRICES OF FRUITS AND VEGETABLES
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
LEAST IMPORTANT	NO. %	51 2.1	7 2.0	23 2.9	4 .9	2 .4	14 3.7	16 2.6	17 2.1	8 1.7	8 1.7	16 3.7	35 1.7
(2)		33 1.4	5 1.4	10 1.2	6 1.3	5 1.1	7 1.9	11 1.8	8 1.0	7 1.5	7 1.5	9 2.1	24 1.2
(3)		37 1.5	6 1.7	12 1.5	5 1.1	7 1.6	7 1.9	11 1.8	9 1.1	8 1.7	8 1.7	11 2.6	26 1.3
(4)		54 2.2	9 2.6	19 2.4	10 2.2	8 1.8	8 2.1	11 1.8	16 1.9	8 1.7	17 3.6	19 4.4	35 1.7
(5)		302 12.4	42 12.1	101 12.6	59 13.1	59 13.2	40 10.6	64 10.3	106 12.8	61 13.0	63 13.5	77 18.0	225 11.2
(6)		134 5.5	19 5.5	44 5.5	29 6.4	23 5.1	19 5.1	33 5.3	47 5.7	24 5.1	28 6.0	29 6.8	105 5.2
(7)		398 16.4	59 17.0	123 15.3	92 20.4	67 15.0	56 14.9	101 16.3	142 17.2	79 16.8	67 14.4	70 16.4	328 16.4
(8)		448 18.4	74 21.3	153 19.1	75 16.6	88 19.7	57 15.2	126 20.4	149 18.0	90 19.1	74 15.9	81 19.0	367 18.3
(9) MOST IMPORTANT		962 39.6	125 35.9	313 39.0	168 37.2	187 41.8	168 44.7	242 39.1	330 40.0	183 38.9	193 41.4	112 26.2	850 42.4
DO NOT KNOW		11 .5	2 .6	4 .5	4 .9	1 .2		4 .6	2 .2	3 .6	1 .2	3 .7	8 .4
TOTAL BASE		2430 100.0 2430	348 100.0 348	802 100.0 802	452 100.0 452	447 100.0 447	376 100.0 376	619 100.0 619	826 100.0 826	471 100.0 471	466 100.0 466	427 100.0 427	2003 100.0 2003
WEIGHTED AVG.		7.35	7.30	7.30	7.36	7.52	7.33	7.36	7.39	7.37	7.30	6.72	7.49

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
FAST CHECKOUT SERVICE
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	INCOME					AGE						
		TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST IMPORTANT (1)		50 2.1	8 2.9	8 2.5	7 1.6	10 1.5	4 1.0	4 1.3	9 1.4	8 1.8	8 2.2	3 1.7	15 3.2
(2)		38 1.6	2 .7	7 2.2	8 1.8	14 2.2	4 1.0	3 1.0	11 1.7	10 2.2	5 1.4	2 1.1	7 1.5
(3)		57 2.3	3 1.1	11 3.5	11 2.4	15 2.3	10 2.4	8 2.7	19 2.9	11 2.4	6 1.7	2 1.1	11 2.3
(4)		87 3.6	10 3.6	13 4.1	16 3.5	24 3.7	18 4.4	10 3.3	23 3.6	17 3.7	14 3.9	6 3.3	15 3.2
(5)		369 15.2	39 14.1	45 14.2	78 17.3	104 16.0	62 15.0	43 14.3	122 18.9	57 12.5	56 15.6	22 12.2	68 14.3
(6)		184 7.6	17 6.1	16 5.0	41 9.1	52 8.0	36 8.7	26 8.7	51 7.9	43 9.4	25 6.9	6 3.3	33 7.0
(7)		391 16.1	26 9.4	39 12.3	89 19.7	109 16.8	82 19.9	55 18.3	122 18.9	79 17.3	57 15.8	21 11.6	56 11.8
(8)		388 16.0	43 15.5	50 15.8	80 17.7	93 14.3	70 16.9	55 18.3	82 12.7	81 17.8	49 13.6	39 21.5	79 16.7
(9) MOST IMPORTANT		860 35.4	127 45.8	127 40.1	121 26.8	227 34.9	126 30.5	96 32.0	204 31.6	150 32.9	140 38.9	79 43.6	187 39.5
DON'T KNOW		6 .2	2 .7	1 .3		2 .3	1 .2		2 .3			1 .6	3 .6
TOTAL BASE		2430 100.0 2430	277 100.0 277	317 100.0 317	451 100.0 451	650 100.0 650	413 100.0 413	300 100.0 300	645 100.0 645	456 100.0 456	360 100.0 360	181 100.0 181	474 100.0 474
WEIGHTED AVG.		7.09	7.37	7.10	6.89	7.04	7.06	7.11	6.91	7.07	7.15	7.52	7.15

NJTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
FAST CHECKOUT SERVICE
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

LEAST IMPORTANT (1)	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
			50 2.1	7 2.0	16 2.0	10 2.2	7 1.6	10 2.7	14 2.3	20 2.4	7 1.5	7 1.5	10 2.3
(2)		38 1.6	4 1.1	14 1.7	5 1.1	9 2.0	6 1.6	10 1.6	8 1.0	7 1.5	11 2.4	10 2.3	28 1.4
(3)		57 2.3	11 3.2	15 1.9	8 1.8	14 3.1	9 2.4	16 2.6	24 2.9	8 1.7	8 1.7	15 3.5	42 2.1
(4)		87 3.6	10 2.9	33 4.1	19 4.2	14 3.1	11 2.9	15 2.4	36 4.4	18 3.8	17 3.6	22 5.2	65 3.2
(5)		369 15.2	49 14.1	122 15.2	69 15.3	67 15.0	61 16.2	92 14.9	129 15.6	81 17.2	64 13.7	55 12.9	314 15.7
(6)		184 7.6	26 7.5	48 6.0	32 7.1	51 11.4	27 7.2	46 7.4	54 6.5	43 9.1	38 8.2	33 7.7	151 7.5
(7)		391 16.1	40 11.5	126 15.7	75 16.6	79 17.7	70 18.6	94 15.2	140 16.9	73 15.5	75 16.1	66 15.5	325 16.2
(8)		388 16.0	59 17.0	136 17.0	70 15.5	65 14.5	57 15.2	116 18.7	125 15.1	78 16.6	63 13.5	75 17.6	313 15.6
(9) MOST IMPORTANT		860 35.4	140 40.2	290 36.2	163 36.1	140 31.3	125 33.2	211 34.1	290 35.1	155 32.9	183 39.3	139 32.6	721 36.0
DOGN'T KNOW		6 .2	2 .6	2 .2	1 .2	1 .2		5 .8		1 .2		2 .5	4 .2
TOTAL BASE		2430 100.0 2430	343 100.0 348	802 100.0 802	452 100.0 452	447 100.0 447	376 100.0 376	619 100.0 619	826 100.0 826	471 100.0 471	466 100.0 466	427 100.0 427	2003 100.0 2003
WEIGHTED AVG.		7.09	7.23	7.12	7.12	6.94	7.00	7.11	7.04	7.04	7.18	6.94	7.12

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
ADVERTISED SPECIALS
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

			INCOME					AGE						
			TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LEAST	IMPORTANT	NO.	184 7.6	10 3.6	17 5.4	32 7.1	46 7.1	59 14.3	17 5.7	52 8.1	45 9.9	32 8.9	13 7.2	24 5.1
(1)			96 4.0	9 3.2	7 2.2	16 3.5	30 4.6	26 6.3	13 4.3	40 6.2	22 4.8	6 1.7	1 .6	13 2.7
(2)			108 4.4	19 6.9	9 2.8	14 3.1	26 4.0	28 6.8	15 5.0	35 5.4	16 3.5	13 3.6	6 3.3	23 4.9
(3)			129 5.3	14 5.1	16 5.0	20 4.4	31 4.8	32 7.7	17 5.7	35 5.4	32 7.0	11 3.1	7 3.9	25 5.3
(4)			397 16.3	32 11.6	51 16.1	89 19.7	112 17.2	74 17.9	62 20.7	123 19.1	74 16.2	58 16.1	25 13.8	55 11.6
(5)			174 7.2	16 5.8	30 9.5	27 6.0	45 6.9	27 6.5	22 7.3	45 7.0	35 7.7	31 8.6	12 6.6	28 5.9
(6)			333 13.7	36 13.0	34 10.7	74 16.4	90 13.8	51 12.3	54 18.0	102 15.8	54 11.8	45 12.5	18 9.9	58 12.2
(7)			338 13.9	35 12.6	56 17.7	66 14.6	103 15.8	35 8.5	44 14.7	80 12.4	59 12.9	52 14.4	29 16.0	72 15.2
(8)			665 27.4	105 37.9	96 30.3	112 24.8	166 25.5	79 19.1	56 18.7	132 20.5	119 26.1	112 31.1	68 37.6	173 36.5
(9)	IMPORTANT													
MOST														
DON'T KNOW			6 .2	1 .4	1 .3	1 .2	1 .2	2 .5		1 .2			2 1.1	3 .6
TOTAL BASE			2430 100.0 2430	277 100.0 277	317 100.0 317	451 100.0 451	650 100.0 650	413 100.0 413	300 100.0 300	645 100.0 645	456 100.0 456	360 100.0 360	181 100.0 181	474 100.0 474
WEIGHTED AVG.			6.30	6.79	6.67	6.33	6.30	5.36	6.11	5.91	6.07	6.51	6.86	6.80

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE RATING OF ---
ADVERTISED SPECIALS
IN DECIDING WHICH SUPERMARKET TO SHOP IN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
LEAST IMPORTANT	NO.	184	41	64	23	25	30	51	54	24	50	56	128
(1)	%	7.6	11.8	8.0	5.1	5.6	8.0	8.2	6.5	5.1	10.7	13.1	6.4
(2)		96	20	31	19	15	11	37	20	22	16	29	67
		4.0	5.7	3.9	4.2	3.4	2.9	6.0	2.4	4.7	3.4	6.8	3.3
(3)		108	15	45	18	20	10	30	35	18	21	33	75
		4.4	4.3	5.6	4.0	4.5	2.7	4.8	4.2	3.8	4.5	7.7	3.7
(4)		129	20	39	25	31	14	32	39	27	27	36	93
		5.3	5.7	4.9	5.5	6.9	3.7	5.2	4.7	5.7	5.8	8.4	4.6
(5)		397	55	126	88	65	63	99	133	81	78	56	341
		16.3	15.8	15.7	19.5	14.5	16.8	16.0	16.1	17.2	16.7	13.1	17.0
(6)		174	20	51	32	38	33	37	60	35	41	28	146
		7.2	5.7	6.4	7.1	8.5	8.8	6.0	7.3	7.4	8.8	6.6	7.3
(7)		333	39	101	66	76	50	85	114	74	52	58	275
		13.7	11.2	12.6	14.6	17.0	13.3	13.7	13.8	15.7	11.2	13.6	13.7
(8)		338	47	117	53	69	51	89	133	59	50	46	292
		13.9	13.5	14.6	11.7	15.4	13.6	14.4	16.1	12.5	10.7	10.8	14.6
(9)		665	89	227	126	107	114	156	238	129	130	83	582
MOST IMPORTANT		27.4	25.6	28.3	27.9	23.9	30.3	25.2	28.8	27.4	27.9	19.4	29.1
DCN'T KNOW		6	2	1	2	1		3		2	1	2	4
		.2	.6	.1	.4	.2		.5		.4	.2	.5	.2
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
BASE		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.		6.30	5.93	6.29	6.37	6.37	6.48	6.12	6.52	6.39	6.07	5.47	6.47

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AMOUNT RESPONDENT SPENDS EACH WEEK IN SUPERMARKETS
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
\$10 OR LESS		46 1.9	20 7.2	10 3.2	7 1.6	2 .3	1 .2	6 2.0	11 1.7	1 .2	5 1.4		22 4.6
\$11 - \$20		217 8.9	66 23.8	36 11.4	46 10.2	31 4.8	8 1.9	27 9.0	54 8.4	13 2.9	19 5.3	7 3.9	94 19.8
\$21 - \$30		356 14.7	47 17.0	68 21.5	80 17.7	78 12.0	37 9.0	58 19.3	67 13.5	29 6.4	40 11.1	31 17.1	110 23.2
\$31 - \$40		377 15.5	53 19.1	55 17.4	78 17.3	93 14.3	49 11.9	57 19.0	100 15.5	43 9.4	49 13.6	45 24.9	82 17.3
\$41 - \$50		449 18.5	36 13.0	61 19.2	86 19.1	130 20.0	78 18.9	58 19.3	118 18.3	72 15.8	84 23.3	36 19.9	78 16.5
\$51 - \$60		292 12.0	16 5.8	29 9.1	64 14.2	106 16.3	52 12.6	39 13.0	93 14.4	62 13.6	51 14.2	26 14.4	20 4.2
\$61 - \$70		179 7.4	13 4.7	18 5.7	32 7.1	54 8.3	36 8.7	18 6.0	49 7.6	55 12.1	26 7.2	10 5.5	20 4.2
\$71 - \$80		204 8.4	11 4.0	18 5.7	31 6.9	70 10.8	51 12.3	18 6.0	54 8.4	79 17.3	32 8.9	11 6.1	10 2.1
\$81 - \$90		49 2.0	2 .7	4 1.3	2 .4	19 2.9	16 3.9		14 2.2	20 4.4	9 2.5	2 1.1	4 .8
\$91 - \$100		134 5.5	2 .7	11 3.5	15 3.3	42 6.5	49 11.9	11 3.7	40 6.2	44 9.6	24 6.7	8 4.4	7 1.5
MORE THAN \$100		79 3.3	2 .7	6 1.9	8 1.8	20 3.1	30 7.3	8 2.7	17 2.6	31 6.8	16 4.4	4 2.2	2 .4
DON'T KNOW/REFUSED		48 2.0	9 3.2	1 .3	2 .4	5 .8	6 1.5		8 1.2	7 1.5	5 1.4	1 .6	25 5.3
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

WEIGHTED AVG.

48.83 33.67 42.20 44.60 53.39 61.68 44.35 49.51 63.23 53.05 47.10 34.01

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AMOUNT RESPONDENT SPENDS EACH WEEK IN SUPERMARKETS
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
\$10 OR LESS		46 1.9	32 9.2	8 1.0	5 1.1	1 .2		46 7.4				13 3.0	33 1.6
\$11 - \$20		217 8.9	112 32.2	78 9.7	15 3.3	6 1.3	5 1.3	217 35.1				57 13.3	160 8.0
\$21 - \$30		356 14.7	99 28.4	177 22.1	45 10.0	25 5.6	10 2.7	356 57.5				84 19.7	272 13.6
\$31 - \$40		377 15.5	47 13.5	181 22.6	75 16.6	52 11.6	22 5.9		377 45.6			63 14.8	314 15.7
\$41 - \$50		449 18.5	20 5.7	166 20.7	118 26.1	90 20.1	54 14.4		449 54.4			61 14.3	388 19.4
\$51 - \$60		292 12.0	7 2.0	75 9.4	77 17.0	83 18.6	49 13.0			292 62.0		45 10.5	247 12.3
\$61 - \$70		179 7.4	6 1.7	39 4.9	40 8.8	55 12.3	38 10.1			179 38.0		26 6.1	153 7.6
\$71 - \$80		204 8.4	10 2.9	28 3.5	30 6.6	59 13.2	77 20.5				204 43.8	35 8.2	169 8.4
\$81 - \$90		49 2.0		4 .5	7 1.5	13 2.9	25 6.6				49 10.5	7 1.6	42 2.1
\$91 - \$100		134 5.5	2 .6	18 2.2	25 5.5	33 7.4	56 14.9				134 28.8	16 3.7	118 5.9
MORE THAN \$100		79 3.3		9 1.1	11 2.4	22 4.9	37 9.8				79 17.0	12 2.8	67 3.3
DON'T KNOW/REFUSED		48 2.0	13 3.7	19 2.4	4 .9	8 1.8	3 .8					8 1.9	40 2.0
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
% BASE		100.0 2430	100.0 348	100.0 802	100.0 452	100.0 447	100.0 376	100.0 619	100.0 826	100.0 471	100.0 466	100.0 427	100.0 2003
WEIGHTED AVG.		48.83	26.10	40.51	51.12	59.78	71.09	20.51	40.94	59.30	89.85	44.20	49.82

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AMOUNT RESPONDENT SPENDS EACH WEEK IN THE SUPERMARKET SHOPPED MOST OFTEN
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
\$10 OR LESS		95 3.9	33 11.9	19 6.0	15 3.3	10 1.5	1 .2	12 4.0	24 3.7	3 .7	5 1.4	1 .6	48 10.1
\$11 - \$20		331 13.6	71 25.6	65 20.5	67 14.9	56 8.6	25 6.1	44 14.7	75 11.6	28 6.1	38 10.6	22 12.2	120 25.3
\$21 - \$30		423 17.4	58 20.9	59 18.6	101 22.4	104 16.0	51 12.3	67 22.3	105 16.3	39 8.6	65 18.1	36 19.9	111 23.4
\$31 - \$40		452 18.6	36 13.0	63 19.9	88 19.5	133 20.5	79 19.1	67 22.3	121 18.8	62 13.6	71 19.7	53 29.3	76 16.0
\$41 - \$50		409 16.8	36 13.0	42 13.2	80 17.7	129 19.8	70 16.9	48 16.0	120 18.6	91 20.0	63 17.5	29 16.0	56 11.8
\$51 - \$60		237 9.8	14 5.1	26 8.2	43 9.5	83 12.8	46 11.1	31 10.3	74 11.5	63 13.8	45 12.5	12 6.6	10 2.1
\$61 - \$70		124 5.1	8 2.9	15 4.7	22 4.9	36 5.5	29 7.0	8 2.7	36 5.6	44 9.6	17 4.7	7 3.9	11 2.3
\$71 - \$80		146 6.0	5 1.8	8 2.5	18 4.0	54 8.3	42 10.2	10 3.3	43 6.7	59 12.9	23 6.4	5 2.8	6 1.3
\$81 - \$90		39 1.6		5 1.6	2 .4	11 1.7	17 4.1	2 .7	12 1.9	19 4.2	5 1.4	1 .6	
\$91 - \$100		60 2.5	1 .4	7 2.2	4 .9	19 2.9	22 5.3	4 1.3	16 2.5	16 3.5	14 3.9	6 3.3	4 .8
MORE THAN \$100		42 1.7	1 .4	3 .9	7 1.6	6 .9	20 4.8	6 2.0	11 1.7	16 3.5	6 1.7	3 1.7	
DCN'T KNOW/REFUSED		72 3.0	14 5.1	5 1.6	4 .9	9 1.4	11 2.7	1 .3	8 1.2	16 3.5	8 2.2	6 3.3	32 6.8
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
BASE		100.0 2430	100.0 277	100.0 317	100.0 451	100.0 650	100.0 413	100.0 300	100.0 645	100.0 456	100.0 360	100.0 181	100.0 474

WEIGHTED AVG.

41.35 28.79 36.06 38.12 44.75 52.89 37.76 42.88 53.85 44.01 39.92 27.85

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

**AMOUNT RESPONDENT SPENDS EACH WEEK IN THE SUPERMARKET SHOPPED MOST OFTEN
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX**

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
\$10 OR LESS		95 3.9	59 17.0	27 3.4	6 1.3	2 .4	1 .3	92 14.9	2 .2			27 6.3	68 3.4
\$11 - \$20		331 13.6	127 36.5	139 17.3	37 8.2	15 3.4	12 3.2	293 47.3	34 4.1	3 .6	1 .2	76 17.8	255 12.7
\$21 - \$30		423 17.4	75 21.6	203 25.3	67 14.8	51 11.4	27 7.2	225 36.3	176 21.3	16 3.4	6 1.3	93 21.8	330 16.5
\$31 - \$40		452 18.6	38 10.9	187 23.3	96 21.2	81 18.1	49 13.0		376 45.5	63 13.4	13 2.8	68 15.9	384 19.2
\$41 - \$50		409 16.8	13 3.7	113 14.1	111 24.6	97 21.7	75 19.9		232 28.1	125 26.5	52 11.2	51 11.9	358 17.9
\$51 - \$60		237 9.8	8 2.3	49 6.1	57 12.6	67 15.0	55 14.6			178 37.8	59 12.7	32 7.5	205 10.2
\$61 - \$70		124 5.1	4 1.1	18 2.2	27 6.0	36 8.1	38 10.1			80 17.0	44 9.4	18 4.2	106 5.3
\$71 - \$80		146 6.0	4 1.1	23 2.9	21 4.6	49 11.0	49 13.0				146 31.3	27 6.3	119 5.9
\$81 - \$90		39 1.6		4 .5	4 .9	14 3.1	17 4.5				39 8.4	6 1.4	33 1.6
\$91 - \$100		60 2.5	1 .3	6 .7	14 3.1	13 2.9	26 6.9				60 12.9	11 2.6	49 2.4
MORE THAN \$100		42 1.7		5 .6	5 1.1	11 2.5	21 5.6				42 9.0	4 .9	38 1.9
DON'T KNOW/REFUSED		72 3.0	19 5.5	28 3.5	7 1.5	11 2.5	6 1.6	9 1.5	6 .7	6 1.3	4 .9	14 3.3	58 2.9
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.		41.35	22.03	34.12	43.98	51.30	58.73	17.68	35.28	50.53	74.20	37.46	42.17

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AMOUNT SPENT EACH WEEK EATING OUT IN ANY TYPE OF RESTAURANT
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	TOTAL SAMPLE	INCOME					AGE					
			UNDER \$5000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
\$5 OR LESS		977 40.2	189 68.2	165 52.1	176 39.0	203 31.2	85 20.6	92 30.7	212 32.9	154 33.8	143 39.7	87 48.1	285 60.1
\$6 - \$10		474 19.5	34 12.3	65 20.5	105 23.3	148 22.8	71 17.2	78 26.0	134 20.8	84 18.4	76 21.1	30 16.6	68 14.3
\$11 - \$15		237 9.8	14 5.1	28 8.8	50 11.1	71 10.9	53 12.8	30 10.0	75 11.6	46 10.1	30 8.3	20 11.0	36 7.6
\$16 - \$20		267 11.0	16 5.8	26 8.2	47 10.4	94 14.5	62 15.0	45 15.0	81 12.6	58 12.7	41 11.4	20 11.0	22 4.6
\$21 - \$25		123 5.1	4 1.4	9 2.8	20 4.4	45 6.9	29 7.0	15 5.0	39 6.0	30 6.6	18 5.0	5 2.8	15 3.2
\$26 - \$30		110 4.5	7 2.5	10 3.2	19 4.2	30 4.6	36 8.7	17 5.7	36 5.6	27 5.9	14 3.9	7 3.9	8 1.7
\$31 - \$35		18 .7		2 .6	5 1.1	5 .8	3 .7	3 1.0	4 .6	5 1.1	3 .8		3 .6
\$36 - \$40		45 1.9	2 .7	1 .3	6 1.3	15 2.3	14 3.4	5 1.7	13 2.0	9 2.0	9 2.5	2 1.1	7 1.5
\$41 - \$45		8 .3		1 .3		1 .2	4 1.0		4 .6	2 .4		1 .6	1 .2
\$46 - \$50		47 1.9		2 .6	9 2.0	12 1.8	20 4.8	5 1.7	16 2.5	12 2.6	8 2.2	2 1.1	4 .8
\$51 OR MORE		63 2.6	6 2.2	4 1.3	9 2.0	12 1.8	25 6.1	8 2.7	21 3.3	15 3.3	6 1.7	4 2.2	8 1.7
DCN'T KNOW/REFUSED		61 2.5	5 1.8	4 1.3	5 1.1	14 2.2	11 2.7	2 .7	10 1.6	14 3.1	12 3.3	3 1.7	17 3.6
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474
WEIGHTED AVG.		12.58	7.33	8.79	11.82	13.29	20.16	13.55	14.46	14.73	11.96	10.67	8.37

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AMOUNT SPENT EACH WEEK EATING OUT IN ANY TYPE OF RESTAURANT
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
\$5 OR LESS		977 40.2	174 50.0	320 39.9	179 39.6	158 35.3	145 38.6	299 48.3	344 41.6	162 34.4	150 32.2	123 28.8	854 42.6
\$6 - \$10		474 19.5	54 15.5	159 19.8	99 21.9	90 20.1	70 18.6	126 20.4	178 21.5	98 20.8	70 15.0	61 14.3	413 20.6
\$11 - \$15		237 9.8	20 5.7	90 11.2	40 8.8	48 10.7	39 10.4	53 8.6	79 9.6	56 11.9	44 9.4	47 11.0	190 9.5
\$16 - \$20		267 11.0	28 8.0	72 9.0	47 10.4	73 16.3	47 12.5	43 6.9	94 11.4	67 14.2	61 13.1	59 13.8	208 10.4
\$21 - \$25		123 5.1	18 5.2	32 4.0	26 5.8	23 5.1	24 6.4	29 4.7	29 3.5	20 4.2	42 9.0	37 8.7	86 4.3
\$26 - \$30		110 4.5	14 4.0	41 5.1	28 6.2	11 2.5	15 4.0	19 3.1	35 4.2	24 5.1	32 6.9	32 7.5	78 3.9
\$31 - \$35		18 .7	7 2.0	5 .6	1 .2	1 .2	4 1.1	7 1.1	5 .6	2 .4	4 .9	8 1.9	10 .5
\$36 - \$40		45 1.9	6 1.7	14 1.7	6 1.3	15 3.4	4 1.1	5 .8	15 1.8	13 2.8	12 2.6	13 3.0	32 1.6
\$41 - \$45		8 .3		3 .4	1 .2	3 .7	1 .3		2 .2	2 .4	4 .9	4 .9	4 .2
\$46 - \$50		47 1.9	6 1.7	17 2.1	11 2.4	6 1.3	7 1.9	4 .6	15 1.8	8 1.7	18 3.9	14 3.3	33 1.6
\$51 OR MORE		63 2.6	12 3.4	26 3.2	7 1.5	7 1.6	11 2.9	17 2.7	15 1.8	10 2.1	21 4.5	20 4.7	43 2.1
DCN'T KNOW/REFUSED		61 2.5	9 2.6	23 2.9	7 1.5	12 2.7	9 2.4	17 2.7	15 1.8	9 1.9	8 1.7	9 2.1	52 2.6
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
BASE		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		2430	348	802	452	447	376	619	826	471	466	427	2003
WEIGHTED AVG.		12.58	12.14	12.98	11.97	12.47	13.01	10.51	11.46	13.10	17.03	17.84	11.45

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHERE RESPONDENT BUYS MOST FRESH MEATS
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
SUPERMARKET		1855 76.3	242 87.4	255 80.4	355 78.7	494 76.0	287 69.5	249 83.0	478 74.1	322 70.6	270 75.0	143 79.0	383 80.8
MEAT MARKET/BUTCHER SHOP		304 12.5	19 6.9	33 10.4	51 11.3	82 12.6	73 17.7	31 10.3	94 14.6	65 14.3	51 14.2	16 8.8	44 9.3
WHOLESALE/FREEZER PLAN		114 4.7	6 2.2	15 4.7	17 3.8	37 5.7	23 5.6	6 2.0	32 5.0	28 6.1	17 4.7	10 5.5	21 4.4
SMALL GROCERY		18 .7	3 1.1		4 .9	6 .9	3 .7	1 .3	3 .5	3 .7	5 1.4	1 .6	5 1.1
ALL OTHERS		3 .1			1 .2				1 .2				2 .4
NOT ONE STORE													
DCN'T BUY MEATS		135 5.6	7 2.5	14 4.4	23 5.1	30 4.6	27 6.5	13 4.3	36 5.6	38 8.3	17 4.7	11 6.1	19 4.0
DCN'T KNOW		1 .0				1 .2			1 .2				
TOTAL		2430 100.0	277 100.0	317 100.0	451 100.0	650 100.0	412 100.0	300 100.0	645 100.0	456 100.0	360 100.0	181 100.0	474 100.0
BASE		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHERE RESPONDENT BUYS MOST FRESH MEATS
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
SUPERMARKET		1855 76.3	296 85.1	618 77.1	349 77.2	323 72.3	265 70.5	473 76.4	625 75.7	370 78.6	351 75.3	342 80.1	1513 75.5
MEAT MARKET/BUTCHER SHOP		304 12.5	29 8.3	94 11.7	59 13.1	66 14.8	55 14.6	70 11.3	91 11.0	57 12.1	76 16.3	49 11.5	255 12.7
WHOLESALE/FREEZER PLAN		114 4.7	8 2.3	37 4.6	18 4.0	29 6.5	22 5.9	23 3.7	52 6.3	19 4.0	19 4.1	21 4.9	93 4.6
SMALL GROCERY		18 .7	1 .3	7 .9	4 .9	2 .4	4 1.1	4 .6	9 1.1	2 .4	3 .6	2 .5	16 .8
ALL OTHERS		3 .1	1 .3	2 .2				1 .2	2 .2				3 .1
NOT ONE STORE													
DON'T BUY MEATS		135 5.6	13 3.7	43 5.4	22 4.9	27 6.0	30 8.0	47 7.6	47 5.7	23 4.9	17 3.6	13 3.0	122 6.1
DON'T KNOW		1 .0		1 .1				1 .2					1 .0
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHERE RESPONDENT BUYS MOST FRESH PRODUCE
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
SUPERMARKET	NO. %	2034 83.7	244 88.1	268 84.5	380 84.3	540 83.1	338 81.8	248 82.7	535 82.9	375 82.2	300 83.3	149 82.3	414 87.3
FRUIT AND VEGETABLE STORE		122 5.0	13 4.7	13 4.1	19 4.2	37 5.7	26 6.3	16 5.3	32 5.0	25 5.5	22 6.1	9 5.0	17 3.6
DIRECT FROM FARM/ FRUIT STAND		211 8.7	13 4.7	31 9.8	38 8.4	58 8.9	41 9.9	32 10.7	62 9.6	45 9.9	28 7.8	18 9.9	26 5.5
SMALL GROCERY		9 .4		1 .3	1 .2	3 .5	1 .2		1 .2	2 .4	2 .6	3 1.7	1 .2
ALL OTHERS		5 .2		1 .3	2 .4	1 .2	1 .2		3 .5		2 .6		
NCT ONE STORE		1 .0			1 .2					1 .2			
DCN'T BUY FRESH PRODUCE		48 2.0	7 2.5	3 .9	10 2.2	11 1.7	6 1.5	4 1.3	12 1.9	8 1.8	6 1.7	2 1.1	16 3.4
DCN'T KNOW													

TOTAL	2430	277	317	451	650	413	300	645	456	360	181	474
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHERE RESPONDENT BUYS MOST FRESH PRODUCE
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

SUPERMARKET	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
		2034 83.7	302 86.8	665 82.9	369 81.6	376 84.1	318 84.6	506 81.7	691 83.7	394 83.7	398 85.4	368 86.2	1666 83.2
FRUIT AND VEGETABLE STORE		122 5.0	17 4.9	41 5.1	26 5.8	16 3.6	21 5.6	29 4.7	40 4.8	28 5.9	24 5.2	16 3.7	106 5.3
DIRECT FROM FARM/ FRUIT STAND		211 8.7	22 6.3	69 8.6	47 10.4	41 9.2	32 8.5	59 9.5	77 9.3	37 7.9	37 7.9	29 6.8	182 9.1
SMALL GROCERY		9 .4	1 .3	5 .6	2 .4		1 .3	2 .3	2 .2	2 .4	3 .6	2 .5	7 .3
ALL OTHERS		5 .2	1 .3	3 .4		1 .2		1 .2	3 .4		1 .2	1 .2	4 .2
NOT ONE STORE		1 .0		1 .1						1 .2			1 .0
DOCN'T BUY FRESH PRODUCE		48 2.0	5 1.4	18 2.2	8 1.8	13 2.9	4 1.1	22 3.6	13 1.6	9 1.9	3 .6	11 2.6	37 1.8
DOCN'T KNOW													

TOTAL	2430	348	802	452	447	376	619	826	471	466	427	2003
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHERE RESPONDENT BUYS MOST HEALTH AND BEAUTY ITEMS
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		INCOME					AGE						
		TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
SUPERMARKET	NO. %	871 35.8	100 36.1	115 36.3	158 35.0	230 35.4	157 38.0	115 38.3	233 36.1	167 36.6	128 35.6	67 37.0	155 32.7
INDEPENDENT DRUGSTORE		183 7.5	30 10.8	20 6.3	30 6.7	35 5.4	39 9.4	19 6.3	24 3.7	32 7.0	27 7.5	15 8.3	64 13.5
CHAIN/DISCOUNT DRUG STORE		772 31.8	91 32.9	105 33.1	146 32.4	197 30.3	131 31.7	105 35.0	188 29.1	130 28.5	114 31.7	67 37.0	166 35.0
DISCOUNT DEPARTMENT STORE		504 20.7	39 14.1	68 21.5	96 21.3	160 24.6	75 18.2	52 17.3	173 26.8	110 24.1	81 22.5	26 14.4	59 12.4
OTHER TYPE STORE		84 3.5	13 4.7	8 2.5	17 3.8	25 3.8	10 2.4	9 3.0	26 4.0	13 2.9	8 2.2	6 3.3	21 4.4
DCN'T KNOW/NO USUAL STORE		16 .7	4 1.4	1 .3	4 .9	3 .5	1 .2		1 .2	4 .9	2 .6		9 1.9
TOTAL BASE		2430 100.0 2430	277 100.0 277	317 100.0 317	451 100.0 451	650 100.0 650	413 100.0 413	300 100.0 300	645 100.0 645	456 100.0 456	360 100.0 360	181 100.0 181	474 100.0 474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHERE RESPONDENT BUYS MOST HEALTH AND BEAUTY ITEMS
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

SUPERMARKET	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
SUPERMARKET		871 35.8	138 39.7	261 32.5	168 37.2	167 37.4	135 35.9	200 32.3	270 32.7	177 37.6	203 43.6	194 45.4	677 33.8
INDEPENDENT DRUGSTORE		183 7.5	38 10.9	79 9.9	21 4.6	19 4.3	25 6.6	59 9.5	53 6.4	28 5.9	37 7.9	34 8.0	149 7.4
CHAIN/DISCOUNT DRUG STORE		772 31.8	109 31.3	288 35.9	140 31.0	124 27.7	110 29.3	217 35.1	284 34.4	136 28.9	129 27.7	127 29.7	645 32.2
DISCOUNT DEPARTMENT STORE		504 20.7	48 13.8	139 17.3	103 22.8	117 26.2	96 25.5	115 18.6	187 22.6	111 23.6	81 17.4	58 13.6	446 22.3
OTHER TYPE STORE		84 3.5	13 3.7	27 3.4	16 3.5	18 4.0	10 2.7	23 3.7	30 3.6	14 3.0	15 3.2	12 2.8	72 3.6
DOEN'T KNOW/NO USUAL STORE		16 .7	2 .6	8 1.0	4 .9	2 .4		5 .8	2 .2	5 1.1	1 .2	2 .5	14 .7
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
% BASE		100.0 2430	100.0 348	100.0 802	100.0 452	100.0 447	100.0 376	100.0 619	100.0 826	100.0 471	100.0 466	100.0 427	100.0 2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT EVER BUYS HEALTH AND BEAUTY ITEMS IN SUPERMARKETS
 (BASED ON THOSE WHO BUY MOST AT SOME OTHER STORE)
 BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		INCOME					AGE						
		TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO. %	939 60.2	84 47.5	116 57.4	183 62.5	267 63.6	178 69.5	121 65.4	273 66.3	198 68.5	133 57.3	63 55.3	149 46.7
NO		620 39.8	93 52.5	86 42.6	110 37.5	153 36.4	78 30.5	64 34.6	139 33.7	91 31.5	99 42.7	51 44.7	170 53.3

TOTAL	1559	177	202	293	420	256	185	412	289	232	114	319
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	1559	177	202	293	420	256	185	412	289	232	114	319

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT EVER BUYS HEALTH AND BEAUTY ITEMS IN SUPERMARKETS
(BASED ON THOSE WHO BUY MOST AT SOME OTHER STORE)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
YES	NO. %	939 60.2	115 54.8	251 53.8	169 59.5	193 68.9	168 69.7	214 51.1	333 59.9	193 65.6	180 68.4	127 54.5	812 61.2
NO		620 39.8	95 45.2	250 46.2	115 40.5	87 31.1	73 30.3	205 48.9	223 40.1	101 34.4	83 31.6	106 45.5	514 38.8

TOTAL	1559	210	541	284	280	241	419	556	294	263	233	1326
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	1559	210	541	284	280	241	419	556	294	263	233	1326

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW OFTEN RESPONDENT SHOPS AT DRIVE-IN CONVENIENCE STORES
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	TOTAL SAMPLE	INCOME					AGE					
		UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
TWICE A WEEK OR MORE NO. %	243 10.0	16 5.8	31 9.8	59 13.1	75 11.5	39 9.4	52 17.3	84 13.0	58 12.7	19 5.3	10 5.5	18 3.8
ONCE A WEEK	233 9.6	20 7.2	37 11.7	45 10.0	68 10.5	44 10.7	51 17.0	75 11.6	42 9.2	25 6.9	9 5.0	30 6.3
ONCE EVERY TWO WEEKS	178 7.3	10 3.6	16 5.0	38 8.4	57 8.8	41 9.9	21 7.0	68 10.5	35 7.7	29 8.1	9 5.0	16 3.4
ONCE A MONTH	402 16.5	35 12.6	45 14.2	78 17.3	121 18.6	80 19.4	58 19.3	136 21.1	77 16.9	50 13.9	27 14.9	54 11.4
NEVER	1370 56.4	194 70.0	187 59.0	231 51.2	328 50.5	209 50.6	118 39.3	280 43.4	243 53.3	237 65.8	125 69.1	356 75.1
DCN'T KNOW	4 .2	2 .7	1 .3		1 .2			2 .3	1 .2		1 .6	
TOTAL	2430	277	317	451	650	413	300	645	456	360	181	474
BASE	100.0 2430	100.0 277	100.0 317	100.0 451	100.0 650	100.0 413	100.0 300	100.0 645	100.0 456	100.0 360	100.0 181	100.0 474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW OFTEN RESPONDENT SHOPS AT DRIVE-IN CONVENIENCE STORES
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
		ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
TWICE A WEEK OR MORE NO. %	243 10.0	27 7.8	68 8.5	40 8.8	56 12.5	51 13.6	48 7.8	84 10.2	56 11.9	54 11.6	75 17.6	168 8.4
ONCE A WEEK	233 9.6	27 7.8	76 9.5	52 11.5	49 11.0	28 7.4	49 7.9	92 11.1	51 10.8	38 8.2	66 15.5	167 8.3
ONCE EVERY TWO WEEKS	178 7.3	20 5.7	43 5.4	35 7.7	47 10.5	33 8.8	41 6.6	56 6.8	45 9.6	34 7.3	36 8.4	142 7.1
ONCE A MONTH	402 16.5	39 11.2	131 16.3	92 20.4	71 15.9	69 18.4	93 15.0	144 17.4	71 15.1	88 18.9	78 18.3	324 16.2
NEVER	1370 56.4	234 67.2	483 60.2	232 51.3	223 49.9	195 51.9	386 62.4	449 54.4	248 52.7	251 53.9	172 40.3	1198 59.8
DCN'T KNOW	4 .2	1 .3	1 .1	1 .2	1 .2		2 .3	1 .1		1 .2		4 .2
TOTAL	2430	348	802	452	447	376	619	826	471	466	427	2003
BASE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

MAIN COMPLAINT RESPONDENT HAS ABOUT SUPERMARKETS
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	TOTAL SAMPLE	INCOME					AGE					
		UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
CHECK-OUTS TOO SLOW/ NOT ENOUGH OPENED/ LONG LINES	351 14.4	26 9.4	41 12.9	61 13.5	115 17.7	73 17.7	34 11.3	106 16.4	57 12.5	61 16.9	33 18.2	57 12.0
PERSONNEL NOT FRIENDLY/NOT ENOUGH (NGN-CHECKOUT)	52 2.1	4 1.4	7 2.2	10 2.2	17 2.6	9 2.2	8 2.7	16 2.5	10 2.2	4 1.1	3 1.7	11 2.3
STORE APPEARANCE/ NOT CLEAN/AISLES CLUTTERED	115 4.7	5 1.8	20 6.3	25 5.5	30 4.6	22 5.3	20 6.7	29 4.5	21 4.6	19 5.3	6 3.3	20 4.2
PRICES TOO HIGH	318 13.1	28 10.1	53 16.7	65 14.4	72 11.1	50 12.1	56 18.7	99 15.3	50 11.0	47 13.1	20 11.0	43 9.1
MEAT COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES	100 4.1	18 6.5	7 2.2	18 4.0	34 5.2	14 3.4	17 5.7	31 4.8	18 3.9	14 3.9	5 2.8	14 3.0
PRODUCE COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES	91 3.7	7 2.5	11 3.5	15 3.3	25 3.8	21 5.1	19 6.3	27 4.2	18 3.9	10 2.8	8 4.4	9 1.9
PRICES NOT MARKED/ NOT CONSISTENT/ WRONG	18 .7	1 .4	2 .6	2 .4	6 .9	6 1.5	1 .3	9 1.4	2 .4	1 .3	3 1.7	2 .4
SHELVES NOT WELL STOCKED/ADVERTISED ITEMS OUT OF STOCK	42 1.7	3 1.1	7 2.2	7 1.6	15 2.3	6 1.5	5 1.7	9 1.4	9 2.0	8 2.2	4 2.2	7 1.5
BETTER SELECTION/ VARIETY OF GROCERY ITEMS	126 5.2	5 1.8	13 4.1	25 5.5	41 6.3	30 7.3	14 4.7	55 8.5	26 5.7	18 5.0	7 3.9	6 1.3
HELP NEEDED TO CARRY GROCERIES TO CAR	28 1.2	3 1.1	1 .3	5 1.1	11 1.7	6 1.5	2 .7	5 .8	13 2.9	4 1.1	2 1.1	2 .4
ALL OTHERS	376 15.5	37 13.4	46 14.5	78 17.3	109 16.8	66 16.0	42 14.0	105 16.3	84 18.4	62 17.2	32 17.7	50 10.5
NOTHING/DON'T KNOW	813 33.5	140 50.5	109 34.4	140 31.0	175 26.9	110 26.6	82 27.3	154 23.9	148 32.5	112 31.1	58 32.0	253 53.4
TOTAL	2430	277	317	451	650	413	300	645	456	360	181	474
% BASE	100.0 2430	100.0 277	100.0 317	100.0 451	100.0 650	100.0 413	100.0 300	100.0 645	100.0 456	100.0 360	100.0 181	100.0 474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

MAIN COMPLAINT RESPONDENT HAS ABOUT SUPERMARKETS
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
		ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
CHECK-OUTS TOO SLOW/ NOT ENOUGH OPENED/ LONG LINES	351 14.4	57 16.4	118 14.7	62 13.7	63 14.1	50 13.3	87 14.1	123 14.9	59 12.5	77 16.5	74 17.3	277 13.8
PERSONNEL NOT FRIENDLY/NOT ENOUGH (NON-CHECKOUT)	52 2.1	10 2.9	13 1.6	7 1.5	11 2.5	11 2.9	10 1.6	21 2.5	12 2.5	9 1.9	11 2.6	41 2.0
STORE APPEARANCE/ NOT CLEAN/AISLES CLUTTERED	115 4.7	12 3.4	39 4.9	17 3.8	27 6.0	20 5.3	31 5.0	36 4.4	12 2.5	36 7.7	11 2.6	104 5.2
PRICES TOO HIGH	316 13.1	24 6.9	114 14.2	83 18.4	48 10.7	49 13.0	71 11.5	117 14.2	66 14.0	58 12.4	59 13.8	259 12.9
MEAT COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES	100 4.1	13 3.7	27 3.4	22 4.9	21 4.7	16 4.3	22 3.6	34 4.1	23 4.9	21 4.5	14 3.3	86 4.3
PRODUCE COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES	91 3.7	11 3.2	32 4.0	13 2.9	19 4.3	16 4.3	28 4.5	32 3.9	14 3.0	15 3.2	15 3.5	76 3.8
PRICES NOT MARKED/ NOT CONSISTENT/ WRONG	18 .7	3 .9	4 .5	4 .9	4 .9	3 .8	4 .6	6 .7	7 1.5	1 .2	2 .5	16 .8
SHELVES NOT WELL STOCKED/ADVERTISED ITEMS OUT OF STOCK	42 1.7	4 1.1	11 1.4	11 2.4	10 2.2	6 1.6	8 1.3	16 1.9	7 1.5	10 2.1	4 .9	38 1.9
BETTER SELECTION/ VARIETY OF GROCERY ITEMS	126 5.2	14 4.0	41 5.1	18 4.0	27 6.0	26 6.9	35 5.7	46 5.6	18 3.8	25 5.4	12 2.8	114 5.7
HELP NEEDED TO CARRY GROCERIES TO CAR	28 1.2	1 .3	8 1.0	4 .9	9 2.0	6 1.6	6 1.0	7 .8	9 1.9	6 1.3	2 .5	26 1.3
ALL OTHERS	376 15.5	43 12.4	117 14.6	80 17.7	78 17.4	58 15.4	85 13.7	117 14.2	95 20.2	73 15.7	74 17.3	302 15.1
NOTHING/DON'T KNOW	813 33.5	156 44.8	278 34.7	131 29.0	130 29.1	115 30.6	232 37.5	271 32.8	149 31.6	135 29.0	149 34.9	664 33.2
TOTAL	2430	348	802	452	447	376	619	826	471	466	427	2003
% BASE	100.0 2430	100.0 348	100.0 802	100.0 452	100.0 447	100.0 376	100.0 619	100.0 826	100.0 471	100.0 466	100.0 427	100.0 2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

COMPLAINTS RESPONDENT HAS ABOUT SUPERMARKETS
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	TOTAL SAMPLE	INCOME					AGE					
		UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
CHECK-OUTS TOO SLOW/ NO. NOT ENOUGH OPENED/ % LCNG LINES	403 16.6	31 11.2	40 12.6	75 16.6	131 20.2	87 21.1	44 14.7	121 18.8	66 14.5	71 19.7	35 19.3	63 13.3
PERSONNEL NOT FRIENDLY/NOT ENOUGH (NON-CHECKOUT)	78 3.2	7 2.5	12 3.8	14 3.1	23 3.5	15 3.6	11 3.7	21 3.3	17 3.7	6 1.7	4 2.2	19 4.0
STORE APPEARANCE/ NOT CLEAN/AISLES CLUTTERED	140 5.8	6 2.2	22 6.9	27 6.0	42 6.5	27 6.5	22 7.3	40 6.2	25 5.5	20 5.6	9 5.0	24 5.1
PRICES TOO HIGH	433 17.8	36 13.0	70 22.1	85 18.8	103 15.8	81 19.6	73 24.3	135 20.9	78 17.1	68 18.9	24 13.3	51 10.8
MEAT COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES	149 6.1	21 7.6	16 5.0	21 4.7	52 8.0	24 5.8	22 7.3	50 7.8	28 6.1	21 5.8	10 5.5	16 3.4
PRODUCE COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES	143 5.9	13 4.7	14 4.4	23 5.1	46 7.1	30 7.3	29 9.7	49 7.6	26 5.7	14 3.9	11 6.1	14 3.0
PRICES NOT MARKED/ NOT CONSISTENT/ WRONG	30 1.2	2 .7	5 1.6	4 .9	8 1.2	9 2.2	1 .3	11 1.7	3 .7	1 .3	5 2.8	9 1.9
SHELVES NOT WELL STOCKED/ADVERTISED ITEMS OUT OF STOCK	65 2.7	3 1.1	8 2.5	14 3.1	21 3.2	11 2.7	9 3.0	17 2.6	16 3.5	11 3.1	5 2.8	7 1.5
BETTER SELECTION/ VARIETY OF GROCERY ITEMS	167 6.9	5 1.8	17 5.4	31 6.9	53 8.2	45 10.9	18 6.0	70 10.9	35 7.7	25 6.9	9 5.0	10 2.1
HELP NEEDED TO CARRY GROCERIES TO CAR	37 1.5	4 1.4	1 .3	9 2.0	12 1.8	8 1.9	2 .7	8 1.2	17 3.7	5 1.4	2 1.1	3 .6
ALL OTHERS	465 19.1	45 16.2	51 16.1	91 20.2	138 21.2	89 21.5	52 17.3	131 20.3	105 23.0	79 21.9	37 20.4	60 12.7
NOTHING/DON'T KNOW	813 33.5	140 50.5	109 34.4	140 31.0	175 26.9	110 26.6	82 27.3	154 23.9	148 32.5	112 31.1	58 32.0	253 53.4
BASE	2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

COMPLAINTS RESPONDENT HAS ABOUT SUPERMARKETS
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
		ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
CHECK-OUTS TOO SLOW/ NOT ENOUGH OPENED/ LCNG LINES	403 16.6	61 17.5	132 16.5	74 16.4	73 16.3	62 16.5	102 16.5	139 16.8	69 14.6	87 18.7	83 19.4	320 16.0
PERSONNEL NOT FRIENDLY/NOT ENOUGH (NON-CHECKOUT)	78 3.2	14 4.0	24 3.0	8 1.8	15 3.4	17 4.5	16 2.6	29 3.5	16 3.4	17 3.6	20 4.7	58 2.9
STORE APPEARANCE/ NOT CLEAN/AISLES CLUTTERED	140 5.8	16 4.6	45 5.6	20 4.4	35 7.8	24 6.4	35 5.7	46 5.6	16 3.4	42 9.0	14 3.3	126 6.3
PRICES TOO HIGH	433 17.8	36 10.3	148 18.5	103 22.8	71 15.9	74 19.7	101 16.3	158 19.1	84 17.8	82 17.6	82 19.2	351 17.5
MEAT COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES	149 6.1	15 4.3	44 5.5	32 7.1	29 6.5	28 7.4	33 5.3	47 5.7	33 7.0	34 7.3	21 4.9	128 6.4
PRODUCE COMPLAINTS - QUALITY/FRESHNESS/ PACKAGING/PRICES	142 5.9	15 4.3	53 6.6	22 4.9	32 7.2	21 5.6	36 5.8	54 6.5	25 5.3	26 5.6	24 5.6	119 5.9
PRICES NOT MARKED/ NOT CONSISTENT/ WRNG	30 1.2	4 1.1	13 1.6	5 1.1	4 .9	4 1.1	7 1.1	12 1.5	8 1.7	2 .4	4 .9	26 1.3
SHELVES NOT WELL STOCKED/ADVERTISED ITEMS OUT OF STOCK	65 2.7	5 1.4	19 2.4	14 3.1	16 3.6	11 2.9	11 1.8	26 3.1	11 2.3	16 3.4	7 1.6	58 2.9
BETTER SELECTION/ VARIETY OF GROCERY ITEMS	167 6.9	18 5.2	53 6.6	26 5.8	39 8.7	31 8.2	41 6.6	53 6.4	28 5.9	43 9.2	19 4.4	148 7.4
HELP NEEDED TO CARRY GROCERIES TO CAR	37 1.5	1 .3	10 1.2	4 .9	12 2.7	10 2.7	7 1.1	9 1.1	11 2.3	10 2.1	3 .7	34 1.7
ALL OTHERS	465 19.1	56 16.1	144 18.0	99 21.9	96 21.5	70 18.6	105 17.0	152 18.4	110 23.4	90 19.3	88 20.6	377 18.8
NOTHING/DON'T KNOW	813 33.5	156 44.8	278 34.7	131 29.0	130 29.1	115 30.6	232 37.5	271 32.8	149 31.6	135 29.0	149 34.9	664 33.2
BASE	2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

IF RESPONDENT READ ANY FOOD STORE ADVERTISING IN NEWSPAPERS IN THE PAST TWO WEEKS
 BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		INCOME						AGE					
		TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO. %	1672 68.8	184 66.4	210 66.2	316 70.1	475 73.1	267 64.6	163 54.3	417 64.7	329 72.1	256 71.1	148 81.8	350 73.8
NO		758 31.2	93 33.6	107 33.8	135 29.9	175 26.9	146 35.4	137 45.7	228 35.3	127 27.9	104 28.9	33 18.2	124 26.2

TOTAL	2430	277	317	451	650	413	300	645	456	360	181	474
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT READ ANY FOOD STORE ADVERTISING IN NEWSPAPERS IN THE PAST TWO WEEKS
 BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
YES	NO. %	1672 68.8	207 59.5	539 67.2	319 70.6	329 73.6	276 73.4	382 61.7	600 72.6	337 71.5	321 68.9	226 52.9	1446 72.2
NO		758 31.2	141 40.5	263 32.8	133 29.4	118 26.4	100 26.6	237 38.3	226 27.4	134 28.5	145 31.1	201 47.1	557 27.8

TOTAL	2430	348	802	452	447	376	619	826	471	466	427	2003
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF FOOD STORE ADS RESPONDENT READ
(BASED ON THOSE WITH NEWSPAPER AD RECALL)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	INCOME						AGE					
		TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
ONE		392 23.4	41 22.3	44 21.0	84 26.6	105 22.1	74 27.7	51 31.3	123 29.5	84 25.5	48 18.8	25 16.9	58 16.6
TWO		480 28.7	46 25.0	57 27.1	93 29.4	141 29.7	74 27.7	59 36.2	119 28.5	109 33.1	59 23.0	41 27.7	90 25.7
THREE		408 24.4	54 29.3	57 27.1	75 23.7	112 23.6	60 22.5	33 20.2	101 24.2	72 21.9	77 30.1	36 24.3	88 25.1
FOUR		211 12.6	27 14.7	22 10.5	39 12.3	66 13.9	33 12.4	14 8.6	41 9.8	33 10.0	36 14.1	27 18.2	60 17.1
FIVE		69 4.1	5 2.7	14 6.7	13 4.1	20 4.2	8 3.0	1 .6	8 1.9	11 3.3	16 6.3	4 2.7	29 8.3
SIX		34 2.0	2 1.1	6 2.9	6 1.9	10 2.1	3 1.1	1 .6	5 1.2	6 1.8	9 3.5	4 2.7	9 2.6
SEVEN		7 .4	1 .5	2 1.0		3 .6	1 .4		3 .7	2 .6		2 1.4	
EIGHT		1 .1				1 .2						1 .7	
DOEN'T REMEMBER		70 4.2	8 4.3	8 3.8	6 1.9	17 3.6	14 5.2	4 2.5	17 4.1	12 3.6	11 4.3	8 5.4	16 4.6
TOTAL % BASE		1672 100.0 1672	184 100.0 184	210 100.0 210	316 100.0 316	475 100.0 475	267 100.0 267	163 100.0 163	417 100.0 417	329 100.0 329	256 100.0 256	148 100.0 148	350 100.0 350
WEIGHTED AVG.		2.51	2.54	2.66	2.43	2.57	2.37	2.11	2.30	2.38	2.76	2.78	2.82

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF FOOD STORE ADS RESPONDENT READ
(BASED ON THOSE WITH NEWSPAPER AD RECALL)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$10-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
CNE		392 23.4	43 20.8	123 22.8	75 23.5	89 27.1	61 22.1	91 23.8	131 21.8	85 25.2	80 24.9	47 20.8	345 23.9
TWO		480 28.7	52 25.1	133 24.7	116 36.4	90 27.4	88 31.9	98 25.7	181 30.2	98 29.1	92 28.7	64 28.3	416 28.8
THREE		408 24.4	59 28.5	130 24.1	74 23.2	69 21.0	76 27.5	93 24.3	146 24.3	83 24.6	78 24.3	50 22.1	358 24.8
FOUR		211 12.6	26 12.6	79 14.7	35 11.0	51 15.5	20 7.2	57 14.9	65 10.8	46 13.6	39 12.1	30 13.3	181 12.5
FIVE		69 4.1	8 3.9	31 5.8	7 2.2	9 2.7	14 5.1	20 5.2	29 4.8	10 3.0	10 3.1	13 5.8	56 3.9
SIX		34 2.0	1 .5	15 2.8	3 .9	7 2.1	8 2.9	6 1.6	16 2.7	5 1.5	7 2.2	3 1.3	31 2.1
SEVEN		7 .4		2 .4		1 .3	4 1.4		2 .3	2 .6	3 .9	1 .4	6 .4
EIGHT		1 .1				1 .3				1 .3			1 .1
DOEN'T REMEMBER		70 4.2	18 8.7	26 4.8	9 2.8	12 3.6	5 1.8	17 4.5	30 5.0	7 2.1	12 3.7	18 8.0	52 3.6
TOTAL % BASE		1672 100.0 1672	207 100.0 207	539 100.0 539	319 100.0 319	329 100.0 329	276 100.0 276	382 100.0 382	600 100.0 600	337 100.0 337	321 100.0 321	226 100.0 226	1446 100.0 1446
WEIGHTED AVG.		2.51	2.51	2.64	2.33	2.47	2.55	2.55	2.54	2.47	2.48	2.57	2.50

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF THE FOODSTORE NEWSPAPER ADS INFLUENCE THE RESPONDENT'S DECISION OF WHERE TO SHOP
 (BASED ON THOSE WITH NEWSPAPER AD RECALL)
 BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO. %	905 54.1	98 53.3	125 59.5	173 54.7	249 52.4	133 49.8	94 57.7	211 50.6	162 49.2	137 53.5	95 64.2	199 56.9
NO		763 45.6	85 46.2	85 40.5	141 44.6	225 47.4	134 50.2	67 41.1	206 49.4	165 50.2	119 46.5	53 35.8	151 43.1
DEN'T KNOW			4 .2	1 .5	2 .6	1 .2		2 1.2		2 .6			
TOTAL %		1672 100.0	184 100.0	210 100.0	316 100.0	475 100.0	267 100.0	163 100.0	417 100.0	329 100.0	256 100.0	148 100.0	350 100.0
BASE		1672	184	210	316	475	267	163	417	329	256	148	350

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF THE FOODSTORE NEWSPAPER ADS INFLUENCE THE RESPONDENT'S DECISION OF WHERE TO SHOP
(BASED ON THOSE WITH NEWSPAPER AD RECALL)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO.	TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
YES		905 54.1	93 44.9	302 56.0	184 57.7	171 52.0	154 55.8	223 58.4	331 55.2	175 51.9	159 49.5	125 55.3	780 53.9
NO		763 45.6	114 55.1	235 43.6	135 42.3	156 47.4	122 44.2	159 41.6	267 44.5	161 47.8	161 50.2	100 44.2	663 45.9
DCN'T KNOW		4 .2	2 .4			2 .6		2 .3	1 .3	1 .3	1 .4	1 .4	3 .2
TOTAL		1672	207	539	319	329	276	382	600	337	321	226	1446
BASE		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		1672	207	539	319	329	276	382	600	337	321	226	1446

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT SAW ANY FOOD STORE ADVERTISING ON T.V. IN THE PAST TWO WEEKS
 BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO. %	1156 47.6	145 52.3	164 51.7	222 49.2	306 47.1	177 42.9	167 55.7	297 46.0	187 41.0	168 46.7	90 49.7	241 50.8
NO		1274 52.4	132 47.7	153 48.3	229 50.8	344 52.9	236 57.1	133 44.3	348 54.0	269 59.0	192 53.3	91 50.3	233 49.2

TOTAL	2430	277	317	451	650	413	300	645	456	360	181	474
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT SAW ANY FOOD STORE ADVERTISING ON T.V. IN THE PAST TWO WEEKS
 BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
YES	NO. %	1156 47.6	149 42.8	389 48.5	211 46.7	234 52.3	172 45.7	269 43.5	419 50.7	227 48.2	216 46.4	180 42.2	976 48.7
NO		1274 52.4	199 57.2	413 51.5	241 53.3	213 47.7	204 54.3	350 56.5	407 49.3	244 51.8	250 53.6	247 57.8	1027 51.3

TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF FOOD STORE ADS RESPONDENT SAW ON T.V.
 (BASED ON THOSE WITH T.V. AD RECALL)
 BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	TOTAL SAMPLE	INCOME				AGE						
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
ONE		520 45.0	60 41.4	67 40.9	97 43.7	151 49.3	81 45.8	75 44.9	139 46.8	86 46.0	76 45.2	41 45.6	103 42.7
TWO		326 28.2	40 27.6	59 36.0	64 28.8	84 27.5	40 22.6	43 25.7	90 30.3	50 26.7	45 26.8	24 26.7	70 29.0
THREE		131 11.3	19 13.1	17 10.4	29 13.1	29 9.5	21 11.9	28 16.8	25 8.4	22 11.8	17 10.1	12 13.3	27 11.2
FOUR		46 4.0	5 3.4	8 4.9	11 5.0	11 3.6	7 4.0	7 4.2	15 5.1	5 2.7	5 3.0	4 4.4	9 3.7
FIVE		5 .4		2 1.2	2 .9		1 .6	1 .6	1 .3	2 1.1			1 .4
SIX		6 .5	1 .7		2 .9	1 .3	2 1.1	3 1.8			2 1.2		1 .4
SEVEN													
EIGHT													
DON'T REMEMBER		122 10.6	20 13.8	11 6.7	17 7.7	30 9.8	25 14.1	10 6.0	27 9.1	22 11.8	23 13.7	9 10.0	30 12.4
TOTAL % BASE		1156 100.0 1156	145 100.0 145	164 100.0 164	222 100.0 222	306 100.0 306	177 100.0 177	167 100.0 167	297 100.0 297	187 100.0 187	168 100.0 168	90 100.0 90	241 100.0 241
WEIGHTED AVG.		1.75	1.78	1.82	1.84	1.65	1.77	1.89	1.70	1.71	1.72	1.74	1.76

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF FOOD STORE ADS RESPONDENT SAW ON T.V.
(BASED ON THOSE WITH T.V. AD RECALL)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
CNE		520 45.0	58 38.9	176 45.2	100 47.4	110 47.0	76 44.2	114 42.4	209 49.9	99 43.6	93 43.1	82 45.6	438 44.9
TWO		326 28.2	43 28.9	110 28.3	66 31.3	61 26.1	45 26.2	81 30.1	111 26.5	69 30.4	60 27.8	46 25.6	280 28.7
THREE		131 11.3	15 10.1	43 11.1	20 9.5	33 14.1	20 11.6	29 10.8	51 12.2	23 10.1	25 11.6	12 6.7	119 12.2
FOUR		46 4.0	8 5.4	16 4.1	6 2.8	8 3.4	8 4.7	10 3.7	13 3.1	10 4.4	12 5.6	9 5.0	37 3.8
FIVE		5 .4		1 .3		2 .9	2 1.2		2 .5	1 .4	1 .5	2 1.1	3 .3
SIX		6 .5		2 .5	2 .9		2 1.2		3 .7	1 .4	2 .9	3 1.7	3 .3
SEVEN													
EIGHT													
DCN'T REMEMBER		122 10.6	25 16.8	41 10.5	17 8.1	20 8.5	19 11.0	35 13.0	30 7.2	24 10.6	23 10.6	26 14.4	96 9.8
TOTAL		1156	149	389	211	234	172	269	419	227	216	180	976
BASE		100.0 1156	100.0 149	100.0 389	100.0 211	100.0 234	100.0 172	100.0 269	100.0 419	100.0 227	100.0 216	100.0 180	100.0 976
WEIGHTED AVG.		1.75	1.78	1.74	1.69	1.74	1.83	1.72	1.71	1.76	1.83	1.78	1.75

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF THE FOOD STORE T.V. ADS INFLUENCE THE RESPONDENT'S DECISION OF WHERE TO SHOP
 (BASED ON THOSE WITH T.V. AD RECALL)
 BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		INCOME					AGE						
		TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO. %	212 18.3	46 31.7	34 20.7	36 16.2	42 13.7	23 13.0	32 19.2	44 14.8	31 16.6	27 16.1	21 23.3	55 22.8
NO		938 81.1	98 67.6	129 78.7	185 83.3	263 85.9	153 86.4	133 79.6	252 84.8	155 82.9	141 83.9	69 76.7	184 76.3

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF THE FOOD STORE T.V. ADS INFLUENCE THE RESPONDENT'S DECISION OF WHERE TO SHOP
 (BASED ON THOSE WITH T.V. AD RECALL)
 BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
YES	NO. %	212 18.3	29 19.5	71 18.3	31 14.7	42 17.9	39 22.7	58 21.6	68 16.2	43 18.9	38 17.6	31 17.2	181 18.5
NC		938 81.1	120 80.5	314 80.7	179 84.8	191 81.6	133 77.3	211 78.4	347 82.8	183 80.6	177 81.9	146 81.1	792 81.1
DON'T KNOW		.6 .5	.4 1.0	.1 .5	.1 .4			.4 1.0	.1 .4	.1 .5		.3 1.7	.3 .3
TOTAL		1156	149	389	211	234	172	269	419	227	216	180	976
BASE		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		1156	149	389	211	234	172	269	419	227	216	180	976

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW OFTEN RESPONDENT COMPARES PRICES BETWEEN DIFFERENT SUPERMARKETS
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	TOTAL SAMPLE	INCOME					AGE					
		UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
REGULARLY (WEEKLY OR NO. MORE OFTEN)	738 30.4	77 27.8	106 33.4	152 33.7	204 31.4	109 26.4	64 21.3	173 26.8	121 26.5	121 33.6	74 40.9	182 38.4
SOMETIMES (LESS THAN ONCE A WEEK)	1068 44.0	114 41.2	133 42.0	201 44.6	304 46.8	186 45.0	164 54.7	312 48.4	214 46.9	158 43.9	64 35.4	150 31.6
NEVER	624 25.7	86 31.0	78 24.6	98 21.7	142 21.8	118 28.6	72 24.0	160 24.8	121 26.5	81 22.5	43 23.8	142 30.0

TOTAL	2430	277	317	451	650	413	300	645	456	360	181	474
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW OFTEN RESPONDENT COMPARES PRICES BETWEEN DIFFERENT SUPERMARKETS
 BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
		ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
REGULARLY (WEEKLY OR NO. MORE OFTEN)	738 30.4	73 21.0	246 30.7	143 31.6	133 29.8	143 38.0	174 28.1	262 31.7	144 30.6	145 31.1	122 28.6	616 30.8
SOMETIMES (LESS THAN ONCE A WEEK)	1068 44.0	136 39.1	332 41.4	213 47.1	222 49.7	161 42.8	264 42.6	358 43.3	215 45.6	212 45.5	157 36.8	911 45.5
NEVER	624 25.7	139 39.9	224 27.9	96 21.2	92 20.6	72 19.1	181 29.2	206 24.9	112 23.8	109 23.4	148 34.7	476 23.8

TOTAL	2430	348	802	452	447	376	619	826	471	466	427	2003
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW RESPONDENT COMPARES PRICES BETWEEN DIFFERENT SUPERMARKETS
 (BASED ON THOSE WHO COMPARE PRICES)
 BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
BY CHECKING NEWSPAPER ADS	NO. %	1416 78.4	157 82.2	195 81.6	276 78.2	400 78.7	217 73.6	142 62.3	349 72.0	270 80.6	232 83.2	128 92.8	289 87.0
BY CHECKING PRICES IN HANDBILLS OR CIRCULARS		1043 57.8	113 59.2	143 59.8	226 64.0	290 57.1	145 49.2	119 52.2	268 55.3	203 60.6	180 64.5	79 57.2	191 57.5
BY STORE VISITS AND CHECKING SHELF PRICES		1194 66.1	113 59.2	155 64.9	233 66.0	353 69.5	196 66.4	173 75.9	355 73.2	217 64.8	170 60.9	86 62.3	186 56.0
BY TALKING TO NEIGHBORS OR FRIENDS		787 43.6	94 49.2	101 42.3	171 48.4	224 44.1	99 33.6	104 45.6	225 46.4	145 43.3	121 43.4	57 41.3	132 39.8

BASE 1806 191 239 353 508 295 228 485 335 279 138 332

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

HOW RESPONDENT COMPARES PRICES BETWEEN DIFFERENT SUPERMARKETS
(BASED ON THOSE WHO COMPARE PRICES)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
BY CHECKING NEWSPAPER ADS	NO. %	1416 78.4	152 72.7	459 79.4	276 77.5	282 79.4	244 80.3	333 76.0	490 79.0	295 82.2	275 77.0	205 73.5	1211 79.3
BY CHECKING PRICES IN HANDBILLS OR CIRCULARS		1043 57.8	110 52.6	320 55.4	209 58.7	213 60.0	189 62.2	240 54.8	366 59.0	216 60.2	200 56.0	144 51.6	899 58.9
BY STORE VISITS AND CHECKING SHELF PRICES		1194 66.1	132 63.2	378 65.4	229 64.3	249 70.1	204 67.1	279 63.7	416 67.1	236 65.7	243 68.1	195 69.9	999 65.4
BY TALKING TO NEIGHBORS OR FRIENDS		787 43.6	90 43.1	239 41.3	152 42.7	159 44.8	146 48.0	189 43.2	266 42.9	161 44.8	156 43.7	88 31.5	699 45.8

BASE 1806 209 578 356 355 304 438 620 359 357 279 1527

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

IF RESPONDENT HAS REDEEMED ANY MANUFACTURERS' COUPONS IN THE PAST 4 WEEKS
 BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		INCOME						AGE					
		TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO. %	1239 51.0	114 41.2	138 43.5	242 53.7	367 56.5	222 53.8	137 45.7	322 49.9	234 51.3	195 54.2	99 54.7	248 52.3
NO		1191 49.0	163 58.8	179 56.5	209 46.3	283 43.5	191 46.2	163 54.3	323 50.1	222 48.7	165 45.8	82 45.3	226 47.7

TOTAL	2430	277	317	451	650	413	300	645	456	360	181	474
BASE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS REDEEMED ANY MANUFACTURERS' COUPONS IN THE PAST 4 WEEKS
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
YES		1239 51.0	125 35.9	408 50.9	240 53.1	261 58.4	202 53.7	262 42.3	461 55.8	240 51.0	254 54.5	153 35.8	1086 54.2
NO		1191 49.0	223 64.1	394 49.1	212 46.9	186 41.6	174 46.3	357 57.7	365 44.2	231 49.0	212 45.5	274 64.2	917 45.8

TOTAL	2430	348	802	452	447	376	619	826	471	466	427	2003
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW RESPONDENT COMPARES PRIVATE LABEL BRANDS TO NATIONALLY ADVERTISED BRANDS
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		INCOME						AGE					
		TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
BETTER THAN NATIONALLY ADVERTISED BRANDS	NO. %	62 2.6	16 5.8	11 3.5	6 1.3	10 1.5	5 1.2	7 2.3	13 2.0	9 2.0	8 2.2	5 2.8	19 4.0
EQUAL TO NATIONALLY ADVERTISED BRANDS		1462 60.2	155 56.0	193 60.9	300 66.5	410 63.1	221 53.5	203 67.7	393 60.9	272 59.6	218 60.6	98 54.1	270 57.0
NOT AS GOOD AS NATIONALLY ADVERTISED BRANDS		727 29.9	75 27.1	84 26.5	126 27.9	204 31.4	156 37.8	86 28.7	202 31.3	151 33.1	108 30.0	64 35.4	112 23.6
DON'T KNOW		179 7.4	31 11.2	29 9.1	19 4.2	26 4.0	31 7.5	4 1.3	37 5.7	24 5.3	26 7.2	14 7.7	73 15.4

TOTAL	2430	277	317	451	650	413	300	645	456	360	181	474
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

HOW RESPONDENT COMPARES PRIVATE LABEL BRANDS TO NATIONALLY ADVERTISED BRANDS
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
BETTER THAN NATIONALLY ADVERTISED BRANDS		62 2.6	15 4.3	22 2.7	9 2.0	6 1.3	10 2.7	21 3.4	17 2.1	11 2.3	11 2.4	15 3.5	47 2.3
EQUAL TO NATIONALLY ADVERTISED BRANDS		1462 60.2	198 56.9	478 59.6	281 62.2	276 61.7	225 59.8	390 63.0	509 61.6	280 59.4	258 55.4	243 56.9	1219 60.9
NOT AS GOOD AS NATIONALLY ADVERTISED BRANDS		727 29.9	92 26.4	229 28.6	138 30.5	146 32.7	121 32.2	146 23.6	250 30.3	154 32.7	165 35.4	137 32.1	590 29.5
DON'T KNOW		179 7.4	43 12.4	73 9.1	24 5.3	19 4.3	20 5.3	62 10.0	50 6.1	26 5.5	32 6.9	32 7.5	147 7.3

TOTAL	2430	340	802	452	447	376	619	826	471	466	427	2003
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

REASON WHY PRIVATE LABEL BRANDS ARE PRICED LOWER THAN NATIONALLY ADVERTISED BRANDS
 BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
ADVERTISING COSTS ARE ELIMINATED	NO. %	1480 60.9	147 53.1	192 60.6	297 65.9	435 66.9	245 59.3	211 70.3	443 68.7	277 60.7	203 56.4	105 58.0	234 49.4
QUALITY IS NOT AS GOOD/AS CONSISTENT		755 31.1	88 31.8	99 31.2	130 28.8	190 29.2	152 36.8	83 27.7	178 27.6	155 34.0	128 35.6	61 33.7	144 30.4
DOCN'T KNOW		195 8.0	42 15.2	26 8.2	24 5.3	25 3.8	16 3.9	6 2.0	24 3.7	24 5.3	29 8.1	15 8.3	96 20.3
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
BASE		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

REASON WHY PRIVATE LABEL BRANDS ARE PRICED LOWER THAN NATIONALLY ADVERTISED BRANDS
 BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX		
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
ADVERTISING COSTS ARE ELIMINATED	NO. %	1480 60.9	194 55.7	463 57.7	301 60.6	279 62.4	240 63.8	390 63.0	504 61.0	281 59.7	284 60.9	258 60.4	1222 61.0
QUALITY IS NOT AS GOOD/AS CONSISTENT		755 31.1	102 29.3	254 31.7	128 28.3	151 33.8	119 31.6	157 25.4	257 31.1	160 34.0	166 35.6	127 29.7	628 31.4

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS EVER PURCHASED ANY GENERIC PRODUCTS
 BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		INCOME						AGE					
		TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO. %	918 37.8	81 29.2	117 36.9	166 36.8	294 45.2	162 39.2	122 40.7	278 43.1	175 38.4	139 38.6	72 39.8	127 26.8
NO		1512 62.2	196 70.8	200 63.1	285 63.2	356 54.8	251 60.8	178 59.3	367 56.9	281 61.6	221 61.4	109 60.2	347 73.2

TOTAL	2430	277	317	451	650	413	300	645	456	360	181	474
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS EVER PURCHASED ANY GENERIC PRODUCTS
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX		
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
YES	NO. %	918 37.8	90 25.9	282 35.2	176 38.9	189 42.3	178 47.3	212 34.2	301 36.4	184 39.1	204 43.8	151 35.4	767 38.3
NO		1512 62.2	258 74.1	520 64.8	276 61.1	258 57.7	198 52.7	407 65.8	525 63.6	287 60.9	262 56.2	276 64.6	1236 61.7

TOTAL	2430	348	802	452	447	376	619	826	471	466	427	2003
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

GENERIC PRODUCTS RESPONDENT HAS PURCHASED
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PRODUCTS)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	TOTAL SAMPLE	INCOME				AGE						
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
PAPER PRODUCTS		568 61.9	39 48.1	76 65.0	107 64.5	188 63.9	109 67.3	72 59.0	187 67.3	111 63.4	86 61.9	41 56.9	67 52.8
DAIRY PRODUCTS		118 12.9	14 17.3	13 11.1	18 10.8	40 13.6	22 13.6	19 15.6	38 13.7	28 16.0	18 12.9	4 5.6	11 8.7
SOUP		212 23.1	16 19.8	37 31.6	43 25.9	69 23.5	28 17.3	38 31.1	79 28.4	36 20.6	22 15.8	13 18.1	24 18.9
CATSUP		285 31.0	27 33.3	39 33.3	58 34.9	99 33.7	38 23.5	50 41.0	103 37.1	55 31.4	35 25.2	14 19.4	26 20.5
CANNED PASTA		87 9.5	9 11.1	10 8.5	13 7.8	33 11.2	14 8.6	15 12.3	35 12.6	13 7.4	11 7.9	5 6.9	8 6.3
JUICES		251 27.3	22 27.2	26 22.2	52 31.3	85 28.9	44 27.2	40 32.8	83 29.9	49 28.0	32 23.0	21 29.2	24 18.9
CANNED VEGETABLES/ CANNED FRUITS		367 40.0	37 45.7	39 33.3	64 38.6	122 41.5	61 37.7	46 37.7	107 38.5	70 40.0	47 33.8	35 48.6	61 48.0
PEANUT BUTTER		76 8.3	8 9.9	14 12.0	15 9.0	23 7.8	10 6.2	9 7.4	24 8.6	15 8.6	17 12.2	3 4.2	8 6.3
LAUNDRY/DISHWASHER DETERGENT		86 9.4	6 7.4	7 6.0	16 9.6	39 13.3	11 6.8	13 10.7	26 9.4	18 10.3	19 13.7	5 6.9	4 3.1
JELLY		62 6.8	4 4.9	9 7.7	13 7.8	24 8.2	10 6.2	7 5.7	20 7.2	15 8.6	8 5.8	6 8.3	6 4.7
ALL OTHERS		360 39.2	21 25.9	47 40.2	72 43.4	122 41.5	65 40.1	41 33.6	127 45.7	64 36.6	54 38.8	32 44.4	40 31.5
DCN'T KNOW		6 .7	2 2.5	1 .9		1 .3	1 .6	1 .8			3 2.2		2 1.6
BASE		918	81	117	166	294	162	122	278	175	139	72	127

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

GENERIC PRODUCTS RESPONDENT HAS PURCHASED
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PRODUCTS)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
PAPER PRODUCTS		568 61.9	49 54.4	163 57.8	114 64.8	121 64.0	118 66.3	115 54.2	200 66.4	108 58.7	138 67.6	87 57.6	481 62.7
DAIRY PRODUCTS		118 12.9	12 13.3	35 12.4	27 15.3	21 11.1	23 12.9	28 13.2	35 11.6	25 13.6	28 13.7	24 15.9	94 12.3
SOUP		212 23.1	24 26.7	49 17.4	47 26.7	52 27.5	40 22.5	47 22.2	67 22.3	43 23.4	54 26.5	37 24.5	175 22.8
CATSUP		285 31.0	18 20.0	76 27.0	48 27.3	68 36.0	73 41.0	56 26.4	94 31.2	59 32.1	76 37.3	45 29.8	240 31.3
CANNED PASTA		87 9.5	6 6.7	24 8.5	17 9.7	22 11.6	18 10.1	18 8.5	26 8.6	17 9.2	25 12.3	18 11.9	69 9.0
JUICES		251 27.3	19 21.1	70 24.8	49 27.8	60 31.7	52 29.2	47 22.2	79 26.2	58 31.5	63 30.9	48 31.8	203 26.5
CANNED VEGETABLES/ CANNED FRUITS		367 40.0	38 42.2	114 40.4	69 39.2	76 40.2	69 38.8	83 39.2	122 40.5	71 38.6	84 41.2	64 42.4	303 39.5
PEANUT BUTTER		76 8.3	5 5.6	26 9.2	8 4.5	23 12.2	14 7.9	20 9.4	21 7.0	13 7.1	22 10.8	14 9.3	62 8.1
LAUNDRY/DISHWASHER DETERGENT		86 9.4	4 4.4	25 8.9	21 11.9	15 7.9	21 11.8	17 8.0	30 10.0	17 9.2	20 9.8	6 4.0	80 10.4
JELLY		62 6.8	5 5.6	13 4.6	13 7.4	17 9.0	14 7.9	14 6.6	18 6.0	10 5.4	20 9.8	16 10.6	46 6.0
ALL OTHERS		360 39.2	25 27.8	105 37.2	67 38.1	76 40.2	87 48.9	72 34.0	134 44.5	66 35.9	81 39.7	48 31.8	312 40.7
DON'T KNOW		6 .7	1 1.1	2 .7	3 1.7			2 .9	3 1.0	1 .5		2 1.3	4 .5
BASE		918	90	282	176	189	178	212	301	184	204	151	767

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

RATING OF GENERIC PAPER PRODUCTS COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PAPER PRODUCTS)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		INCOME					AGE						
		TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
MUCH BETTER	NO. %	5 .9		1 1.3	2 1.9	1 .5			2 1.1			1 2.4	2 3.0
SCHEMWHAT BETTER		7 1.2	1 2.6	2 2.6	1 .9	2 1.1			2 1.1	1 .9	1 1.2	1 2.4	2 3.0
SAME		220 38.7	14 35.9	39 51.3	44 41.1	61 32.4	38 34.9	30 41.7	72 38.5	43 38.7	30 34.9	11 26.8	32 47.8
SCHEMWHAT LOWER		238 41.9	11 28.2	26 34.2	46 43.0	95 50.5	49 45.0	30 41.7	90 48.1	49 44.1	32 37.2	19 46.3	17 25.4
MUCH LOWER		91 16.0	12 30.8	7 9.2	13 12.1	27 14.4	20 18.3	12 16.7	20 10.7	15 13.5	22 25.6	9 22.0	12 17.9
DOEN'T KNOW		7 1.2	1 2.6	1 1.3	1 .9	2 1.1	2 1.8		1 .5	3 2.7	1 1.2		2 3.0
TOTAL BASE		568 100.0 568	39 100.0 39	76 100.0 76	107 100.0 107	188 100.0 188	109 100.0 109	72 100.0 72	187 100.0 187	111 100.0 111	56 100.0 86	41 100.0 41	67 100.0 67

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC PAPER PRODUCTS COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PAPER PRODUCTS)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX		
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
MUCH BETTER	NO. %	5 .9		1 .6	1 .9		3 2.5	1 .9	2 1.0	1 .9	1 .7	1 1.1	4 .8
SCMEWHAT BETTER		7 1.2	1 2.0		5 4.4		1 .8	2 1.7	1 .5		4 2.9		7 1.5
SAME		220 38.7	25 51.0	68 41.7	37 32.5	43 35.5	45 38.1	48 41.7	77 38.5	41 38.0	49 35.5	43 49.4	177 36.8
SCMEWHAT LOWER		238 41.9	15 30.6	61 37.4	49 43.0	61 50.4	52 44.1	43 37.4	83 41.5	48 44.4	62 44.9	32 36.8	206 42.8
MUCH LOWER		91 16.0	7 14.3	30 18.4	21 18.4	16 13.2	16 13.6	20 17.4	33 16.5	17 15.7	21 15.2	9 10.3	82 17.0

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC DAIRY PRODUCTS COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC DAIRY PRODUCTS)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
MUCH BETTER		² 1.7		¹ 7.7					¹ 2.6				¹ 9.1
SCMEWHAT BETTER		² 1.7			¹ 5.6		¹ 4.5		¹ 2.6		¹ 5.6		
SAME		⁸⁷ 73.7	⁹ 64.3	⁹ 69.2	¹⁵ 83.3	³³ 82.5	¹² 54.5	¹⁶ 84.2	²⁶ 68.4	²⁴ 85.7	¹¹ 61.1	⁴ 100.0	⁶ 54.5
SCMEWHAT LOWER		¹⁷ 14.4	² 14.3	¹ 7.7	¹ 5.6	⁴ 10.0	⁸ 36.4	¹ 5.3	⁸ 21.1	³ 10.7	³ 16.7		² 18.2
MUCH LOWER		⁷ 5.9	³ 21.4		¹ 5.6	² 5.0	¹ 4.5	¹ 5.3	² 5.3	¹ 3.6	² 11.1		¹ 9.1
DEN'T KNOW		³ 2.5		² 15.4		¹ 2.5		¹ 5.3			¹ 5.6		¹ 9.1
TOTAL		¹¹⁸ 100.0	¹⁴ 100.0	¹³ 100.0	¹⁸ 100.0	⁴⁰ 100.0	²² 100.0	¹⁹ 100.0	³⁸ 100.0	²⁸ 100.0	¹⁸ 100.0	⁴ 100.0	¹¹ 100.0
BASE		118	14	13	18	40	22	19	38	28	18	4	11

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC DAIRY PRODUCTS COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC DAIRY PRODUCTS)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
MUCH BETTER		² 1.7		¹ 2.9	¹ 3.7			¹ 3.6			¹ 3.6		² 2.1
SCHEMWHAT BETTER		² 1.7			¹ 3.7		¹ 4.3		¹ 2.9		¹ 3.6		² 2.1
SAME		⁸⁷ 73.7	⁸ 66.7	²⁷ 74.1	²⁰ 74.1	¹³ 61.9	¹⁹ 82.6	²¹ 75.0	²⁴ 68.6	²⁰ 80.0	²⁰ 71.4	¹⁹ 79.2	⁶⁸ 72.3
SCHEMWHAT LOWER		¹⁷ 14.4	³ 25.0	² 5.7	⁵ 18.5	⁵ 23.8	² 8.7	³ 10.7	⁶ 17.1	⁴ 16.0	⁴ 14.3	³ 12.5	¹⁴ 14.9
MUCH LOWER		⁷ 5.9	¹ 8.3	⁴ 11.4		¹ 4.8	¹ 4.3	³ 10.7	³ 8.6		¹ 3.6	¹ 4.2	⁶ 6.4
DCN'T KNOW		³ 2.5		¹ 2.9		² 9.5			¹ 2.9	¹ 4.0	¹ 3.6	¹ 4.2	² 2.1
TOTAL BASE		¹¹⁸ 100.0 118	¹² 100.0 12	³⁵ 100.0 35	²⁷ 100.0 27	²¹ 100.0 21	²³ 100.0 23	²⁸ 100.0 28	³⁵ 100.0 35	²⁵ 100.0 25	²⁸ 100.0 28	²⁴ 100.0 24	⁹⁴ 100.0 94

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC SOUP COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC SOUP)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		INCOME					AGE						
		TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
MUCH BETTER	NO. %	³ 1.4			¹ 2.3	¹ 1.4		¹ 2.6	¹ 1.3				¹ 4.2
SOMEWHAT BETTER		³ 1.4	¹ 6.3	¹ 2.7				² 5.3	¹ 1.3				
SAME		¹²⁵ 59.0	¹¹ 68.8	²⁰ 54.1	²⁶ 60.5	⁴⁶ 66.7	¹⁶ 57.1	²² 57.9	⁴⁶ 58.2	²¹ 58.3	¹³ 59.1	⁹ 69.2	¹⁴ 58.3
SOMEWHAT LOWER		⁶² 29.2	³ 18.8	¹⁵ 40.5	¹¹ 25.6	¹⁸ 26.1	⁹ 32.1	¹¹ 28.9	²⁵ 31.6	⁹ 25.0	⁷ 31.8	² 15.4	⁸ 33.3
MUCH LOWER		¹⁷ 8.0	¹ 6.3	¹ 2.7	⁵ 11.6	³ 4.3	³ 10.7	² 5.3	⁵ 6.3	⁶ 16.7	¹ 4.5	² 15.4	¹ 4.2
DCN'T KNOW		² .9				¹ 1.4			¹ 1.3		¹ 4.5		
TOTAL		²¹² 100.0	¹⁶ 100.0	³⁷ 100.0	⁴³ 100.0	⁶⁹ 100.0	²⁸ 100.0	³⁸ 100.0	⁷⁹ 100.0	³⁶ 100.0	²² 100.0	¹³ 100.0	²⁴ 100.0
BASE		212	16	37	43	69	28	38	79	36	22	13	24

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC SOUP COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC SOUP)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
MUCH BETTER		³ 1.4		² 4.1	¹ 2.1			² 4.3	¹ 1.5				³ 1.7
SOMEWHAT BETTER		³ 1.4		¹ 2.0	¹ 2.1		¹ 2.5	¹ 2.1		¹ 2.3	¹ 1.9		³ 1.7
SAME		¹²⁵ 59.0	¹⁵ 62.5	³¹ 63.3	³¹ 66.0	²⁹ 55.8	¹⁹ 47.5	³⁰ 63.8	⁴⁰ 59.7	²⁶ 60.5	²⁸ 51.9	²⁸ 75.7	⁹⁷ 55.4
SOMEWHAT LOWER		⁶² 29.2	⁸ 33.3	¹² 24.5	¹² 25.5	¹⁷ 32.7	¹³ 32.5	¹² 25.5	²⁰ 29.9	¹⁴ 32.6	¹⁶ 29.6	⁷ 18.9	⁵⁵ 31.4
MUCH LOWER		¹⁷ 8.0	¹ 4.2	³ 6.1	² 4.3	⁴ 7.7	⁷ 17.5	² 4.3	⁵ 7.5	² 4.7	⁸ 14.8	¹ 2.7	¹⁶ 9.1
DOEN'T KNOW		² .9				² 3.8			¹ 1.5		¹ 1.9	¹ 2.7	¹ .6
TOTAL BASE		²¹² 100.0 212	²⁴ 100.0 24	⁴⁹ 100.0 49	⁴⁷ 100.0 47	⁵² 100.0 52	⁴⁰ 100.0 40	⁴⁷ 100.0 47	⁶⁷ 100.0 67	⁴³ 100.0 43	⁵⁴ 100.0 54	³⁷ 100.0 37	¹⁷⁵ 100.0 175

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC CATSUP COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC CATSUP)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
MUCH BETTER		5 1.8	1 3.7	1 2.6	2 3.4			2 4.0	3 2.9				
SOMEWHAT BETTER		4 1.4	1 3.7	1 2.6	1 1.7	1 1.0			1 1.0			1 7.1	2 7.7
SAME		182 63.9	17 63.0	28 71.8	30 51.7	61 61.6	28 73.7	30 60.0	63 61.2	37 67.3	21 60.0	9 64.3	20 76.9
SOMEWHAT LOWER		67 23.5	7 25.9	5 12.8	16 27.6	31 31.3	5 13.2	14 28.0	27 26.2	11 20.0	8 22.9	4 28.6	3 11.5
MUCH LOWER		23 8.1	1 3.7	4 10.3	8 13.8	5 5.1	3 7.9	4 8.0	8 7.8	6 10.9	5 14.3		
DCN'T KNOW		4 1.4			1 1.7	1 1.0	2 5.3		1 1.0	1 1.8	1 2.9		1 3.8
TOTAL % BASE		285 100.0 285	27 100.0 27	39 100.0 39	58 100.0 58	99 100.0 99	38 100.0 38	50 100.0 50	103 100.0 103	55 100.0 55	35 100.0 35	14 100.0 14	26 100.0 26

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC CATSUP COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC CATSUP)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
MUCH BETTER		5 1.8		3 3.9		1 1.5	1 1.4	2 3.6	1 1.1		2 2.6		5 2.1
SCMEWHAT BETTER		4 1.4	2 11.1	1 1.3		1 1.5		3 5.4			1 1.3		4 1.7
SAME		182 63.9	11 61.1	51 67.1	32 66.7	43 63.2	43 58.9	35 62.5	65 69.1	37 62.7	45 59.2	33 73.3	149 62.1
SCMEWHAT LOWER		67 23.5	5 27.8	16 21.1	9 18.8	16 23.5	21 28.8	16 28.6	17 18.1	17 28.8	17 22.4	9 20.0	58 24.2
MUCH LOWER		23 8.1		4 5.3	6 12.5	6 8.8	7 9.6		10 10.6	4 6.8	9 11.8	1 2.2	22 9.2
DCN'T KNOW		4 1.4		1 1.3	1 2.1	1 1.5	1 1.4		1 1.1	1 1.7	2 2.6	2 4.4	2 .8
TOTAL		285	18	76	48	68	73	56	94	59	76	45	240
BASE		285	18	76	48	68	73	56	94	59	76	45	240

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC CANNED PASTA COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC CANNED PASTA)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	TOTAL SAMPLE	INCOME					AGE					
		UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
MUCH BETTER	NO. %											
SOMEWHAT BETTER		3 3.4	1 10.0		2 6.1				2 15.4		1 20.0	
SAME		65 74.7	7 77.8	5 50.0	9 69.2	25 75.8	12 85.7	11 73.3	27 77.1	6 46.2	9 81.8	4 80.0
											8 100.0	
SOMEWHAT LOWER		12 13.8	2 22.2	2 20.0	2 15.4	3 9.1	2 14.3	4 26.7	3 11.4	1 23.1	1 9.1	
MUCH LOWER		7 8.0		2 20.0	2 15.4	3 9.1		4 11.4	2 15.4	1 9.1		

DON'T KNOW

TOTAL	87	9	10	13	33	14	15	35	13	11	5	8
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	87	9	10	13	33	14	15	35	13	11	5	8

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC CANNED PASTA COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC CANNED PASTA)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
MUCH BETTER													
SCHEMWHAT BETTER		3.3 3.4	1.1 16.7				11.2 11.1	5.1 5.6			8.2 8.0		4.3 4.3
SAME		65 74.7	5 83.3	19 79.2	13 76.5	17 77.3	11 61.1	13 72.2	21 80.8	14 82.4	16 64.0	12 66.7	53 76.8
SCHEMWHAT LOWER		12 13.8		5 20.8	3 17.6	2 9.1	2 11.1	3 16.7	3 11.5	3 17.6	3 12.0	6 33.3	6 8.7
MUCH LOWER		7 8.0			1 5.9	3 13.6	3 16.7	1 5.6	2 7.7		4 16.0		7 10.1

DOEN'T KNOW

TOTAL	87	6	24	17	22	18	18	26	17	25	18	69
BASE	100.0 87	100.0 6	100.0 24	100.0 17	100.0 22	100.0 18	100.0 18	100.0 26	100.0 17	100.0 25	100.0 18	100.0 69

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC JUICES COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC JUICES)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		INCOME						AGE					
		TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
MUCH BETTER	NO. %	6 2.4	3 13.6			2 2.4	1 2.3	4 10.0		1 2.0			1 4.2
SCMEWHAT BETTER		10 4.0	2 9.1	2 7.7	1 1.9	1 1.2	2 4.5	1 2.5	3 3.6	2 4.1	1 3.1	1 4.8	2 8.3
SAME		178 70.9	15 68.2	20 76.9	36 69.2	63 74.1	29 65.9	26 65.0	62 74.7	38 77.6	20 62.5	15 71.4	15 62.5
SCMEWHAT LOWER		41 16.3		3 11.5	11 21.2	14 16.5	9 20.5	5 12.5	15 18.1	6 12.2	7 21.9	4 19.0	4 16.7
MUCH LOWER		15 6.0	2 9.1	1 3.8	4 7.7	4 4.7	3 6.8	4 10.0	3 3.6	2 4.1	3 9.4	1 4.8	2 8.3
DCN'T KNOW		1 .4				1 1.2					1 3.1		
TOTAL BASE		251 100.0 251	22 100.0 22	26 100.0 26	52 100.0 52	85 100.0 85	44 100.0 44	40 100.0 40	83 100.0 83	49 100.0 49	32 100.0 32	21 100.0 21	24 100.0 24

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

RATING OF GENERIC JUICES COMPARED TO NATIONAL BRANDS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC JUICES)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
MUCH BETTER		6 2.4	1 5.3	1 1.4	1 2.0	1 1.7	2 3.8	1 2.1	2 2.5	1 1.7	2 3.2	3 6.3	3 1.5
SCHEMWHAT BETTER		10 4.0	2 10.5	1 1.4	5 10.2	1 1.7	1 1.9	4 8.5	1 1.3	4 6.9	1 1.6	1 2.1	9 4.4
SAME		178 70.9	13 68.4	53 75.7	32 65.3	45 75.0	34 65.4	35 74.5	57 72.2	42 72.4	41 65.1	31 64.6	147 72.4
SCHEMWHAT LOWER		41 16.3	1 5.3	13 18.6	10 20.4	7 11.7	10 19.2	5 10.6	13 16.5	10 17.2	13 20.6	7 14.6	34 16.7
MUCH LOWER		15 6.0	2 10.5	2 2.9	1 2.0	5 8.3	5 9.6	2 4.3	5 6.3	1 1.7	6 9.5	5 10.4	10 4.9

DOCN'T KNOW	1 .4				1 1.7			1 1.3				1 2.1	
-------------	---------	--	--	--	----------	--	--	----------	--	--	--	----------	--

TOTAL	251	19	70	49	60	52	47	79	58	63	48	203
BASE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	251	19	70	49	60	52	47	79	58	63	48	203

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

LIKELIHOOD OF CONTINUING TO PURCHASE GENERIC PRODUCTS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PRODUCTS)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
WILL DEFINITELY CONTINUE TO BUY THEM		292 31.8	26 32.1	43 36.8	59 35.5	90 30.6	48 29.6	32 26.2	83 29.9	63 36.0	46 33.1	25 34.7	42 33.1
WILL PROBABLY CONTINUE TO BUY THEM		281 30.6	27 33.3	30 25.6	53 31.9	91 31.0	49 30.2	39 32.0	101 36.3	48 27.4	39 28.1	18 25.0	34 26.8
MIGHT OR MIGHT NOT CONTINUE TO BUY THEM		178 19.4	14 17.3	21 17.9	25 15.1	64 21.8	30 18.5	30 24.6	50 18.0	34 19.4	30 21.6	8 11.1	24 18.9
WILL PROBABLY NOT CONTINUE TO BUY THEM		80 8.7	3 3.7	10 8.5	14 8.4	24 8.2	21 13.0	10 8.2	27 9.7	11 6.3	10 7.2	10 13.9	12 9.4
WILL DEFINITELY NOT CONTINUE TO BUY THEM		86 9.4	11 13.6	13 11.1	14 8.4	25 8.5	14 8.6	11 9.0	17 6.1	19 10.9	14 10.1	10 13.9	15 11.8

DON'T KNOW

1
.11
.61
1.4TOTAL
BASE918
100.0
91881
100.0
81117
100.0
117166
100.0
166294
100.0
294162
100.0
162122
100.0
122278
100.0
278175
100.0
175139
100.0
13972
100.0
72127
100.0
127

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

LIKELIHOOD OF CONTINUING TO PURCHASE GENERIC PRODUCTS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PRODUCTS)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO.	TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
WILL DEFINITELY CONTINUE TO BUY THEM	292 31.8	30 33.3	89 31.6	52 29.5	57 30.2	63 35.4	67 31.6	93 30.9	53 28.8	73 35.8	55 36.4	237 30.9	
WILL PROBABLY CONTINUE TO BUY THEM	281 30.6	25 27.8	84 29.8	57 32.4	60 31.7	54 30.3	75 35.4	99 32.9	53 28.8	49 24.0	39 25.8	242 31.6	
MIGHT OR MIGHT NOT CONTINUE TO BUY THEM	178 19.4	18 20.0	57 20.2	32 18.2	34 18.0	36 20.2	41 19.3	55 18.3	35 19.0	44 21.6	38 25.2	140 18.3	
WILL PROBABLY NOT CONTINUE TO BUY THEM	80 8.7	10 11.1	25 8.9	21 11.9	13 6.9	11 6.2	16 7.5	26 8.6	20 10.9	17 8.3	10 6.6	70 9.1	
WILL DEFINITELY NOT CONTINUE TO BUY THEM	86 9.4	7 7.8	26 9.2	14 8.0	25 13.2	14 7.9	13 6.1	27 9.0	23 12.5	21 10.3	9 6.0	77 10.0	
DCN'T KNOW		1 .1	1 .4					1 .3				1 .1	
TOTAL	918	90	282	176	189	178	212	301	184	204	151	767	
BASE	918	90	282	176	189	178	212	301	184	204	151	767	

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

COMPARISON OF GENERIC PRODUCTS TO PRIVATE LABEL PRODUCTS
 (BASED ON THOSE WHO HAVE PURCHASED GENERIC PRODUCTS)
 BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	TOTAL SAMPLE	INCOME	AGE									
		UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
MUCH BETTER THAN PRIVATE LABEL PRODUCTS	15 1.6	5 6.2	2 1.7	3 1.8	3 1.0	1 .6	3 2.5	3 1.1	3 1.7	4 2.9		2 1.6
SOMEWHAT BETTER THAN PRIVATE LABEL PRODUCTS	50 5.4	6 7.4	8 6.8	7 4.2	18 6.1	8 4.9	9 7.4	15 5.4	11 6.3	3 2.2	3 4.2	9 7.1
ABOUT THE SAME	552 60.1	48 59.3	75 64.1	104 62.7	178 60.5	90 55.6	68 55.7	188 67.6	106 60.6	76 54.7	40 55.6	70 55.1
SOMEWHAT WORSE THAN PRIVATE LABEL PRODUCTS	204 22.2	12 14.8	22 18.8	33 19.9	74 25.2	41 25.3	32 26.2	56 20.1	40 22.9	34 24.5	19 26.4	22 17.3
MUCH WORSE THAN PRIVATE LABEL PRODUCTS	58 6.3	8 9.9	6 5.1	11 6.6	12 4.1	10 6.2	7 5.7	9 3.2	10 5.7	14 10.1	6 8.3	12 9.4
DON'T KNOW	39 4.2	2 2.5	4 3.4	8 4.8	9 3.1	12 7.4	3 2.5	7 2.5	5 2.9	8 5.8	4 5.6	12 9.4
TOTAL BASE	918 100.0 918	81 100.0 81	117 100.0 117	166 100.0 166	294 100.0 294	162 100.0 162	122 100.0 122	278 100.0 278	175 100.0 175	139 100.0 139	72 100.0 72	127 100.0 127

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

COMPARISON OF GENERIC PRODUCTS TO PRIVATE LABEL PRODUCTS
(BASED ON THOSE WHO HAVE PURCHASED GENERIC PRODUCTS)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
		ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
MUCH BETTER THAN PRIVATE LABEL PRODUCTS	15 1.6	1 1.1	2 .7	2 1.1	3 1.6	7 3.9	2 .9	4 1.3	1 .5	8 3.9	3 2.0	12 1.6
SCHEMWHAT BETTER THAN PRIVATE LABEL PRODUCTS	50 5.4	3 3.3	15 5.3	10 5.7	14 7.4	8 4.5	9 4.2	15 5.0	11 6.0	15 7.4	11 7.3	39 5.1
ABOUT THE SAME	552 60.1	60 66.7	162 57.4	97 55.1	115 60.8	116 65.2	137 64.6	190 63.1	97 52.7	116 56.9	97 64.2	455 59.3
SCHEMWHAT WORSE THAN PRIVATE LABEL PRODUCTS	204 22.2	16 17.8	71 25.2	46 26.1	33 17.5	37 20.8	42 19.8	61 20.3	50 27.2	48 23.5	31 20.5	173 22.6
MUCH WORSE THAN PRIVATE LABEL PRODUCTS	58 6.3	9 10.0	16 5.7	12 6.8	15 7.9	6 3.4	13 6.1	21 7.0	12 6.5	10 4.9	3 2.0	55 7.2
DCN'T KNOW	39 4.2	1 1.1	16 5.7	9 5.1	9 4.8	4 2.2	9 4.2	10 3.3	13 7.1	7 3.4	6 4.0	33 4.3
TOTAL	918	90	282	176	189	178	212	301	184	204	151	767
% BASE	100.0 918	100.0 90	100.0 282	100.0 176	100.0 189	100.0 178	100.0 212	100.0 301	100.0 184	100.0 204	100.0 151	100.0 767

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE OF EASE OF CHECK CASHING WHEN DECIDING AT WHICH SUPERMARKET TO SHOP
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		INCOME					AGE						
		TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
VERY IMPORTANT	NO. %	1257 51.7	173 62.5	181 57.1	232 51.4	302 46.5	219 53.0	154 51.3	329 51.0	256 56.1	196 54.4	84 46.4	234 49.4
SCMEWHAT IMPORTANT		500 20.6	43 15.5	63 19.9	98 21.7	159 24.5	85 20.6	77 25.7	172 26.7	86 18.9	72 20.0	32 17.7	59 12.4
NEITHER IMPORTANT NOR UNIMPORTANT		121 5.0	14 5.1	12 3.8	13 2.9	37 5.7	22 5.3	14 4.7	27 4.2	32 7.0	15 4.2	6 3.3	26 5.5
SCMEWHAT UNIMPORANT		187 7.7	15 5.4	24 7.6	44 9.8	56 8.6	28 6.8	24 8.0	46 7.1	33 7.2	21 5.8	26 14.4	35 7.4
VERY UNIMPORTANT		346 14.2	27 9.7	34 10.7	62 13.7	96 14.8	56 13.6	30 10.0	70 10.9	48 10.5	52 14.4	31 17.1	111 23.4
DEN'T KNOW		19 .8	5 1.8	3 .9	2 .4		3 .7	1 .3	1 .2	1 .2	4 1.1	2 1.1	9 1.9
TOTAL		2430	277	317	451	650	413	300	645	456	360	181	474
EASE		100.0 2430	100.0 277	100.0 317	100.0 451	100.0 650	100.0 413	100.0 300	100.0 645	100.0 456	100.0 360	100.0 181	100.0 474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IMPORTANCE OF EASE OF CHECK CASHING WHEN DECIDING AT WHICH SUPERMARKET TO SHOP
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
VERY IMPORTANT		1257 51.7	167 48.0	383 47.8	240 53.1	248 55.5	218 58.0	304 49.1	419 50.7	252 53.5	258 55.4	175 41.0	1082 54.0
SOMEWHAT IMPORTANT		500 20.6	65 18.7	146 18.2	95 21.0	110 24.6	82 21.8	122 19.7	174 21.1	104 22.1	94 20.2	92 21.5	408 20.4
NEITHER IMPORTANT NOR UNIMPORTANT		121 5.0	14 4.0	43 5.4	21 4.6	21 4.7	22 5.9	31 5.0	37 4.5	26 5.5	24 5.2	22 5.2	99 4.9
SOMEWHAT UNIMPORTANT		187 7.7	31 8.9	72 9.0	40 8.8	27 6.0	17 4.5	53 8.6	67 8.1	31 6.6	33 7.1	40 9.4	147 7.3
VERY UNIMPORTANT		346 14.2	67 19.3	150 18.7	51 11.3	40 8.9	36 9.6	103 16.6	123 14.9	55 11.7	55 11.8	94 22.0	252 12.6
DON'T KNOW		19 .8	4 1.1	8 1.0	5 1.1	1 .2	1 .3	6 1.0	6 .7	3 .6	2 .4	4 .9	15 .7
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS CHECK CASHING PRIVILEGES OR A CHECK CASHING CARD AT ANY SUPERMARKET
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		INCOME						AGE					
		TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO. %	1186 48.8	100 36.1	142 44.8	218 48.3	359 55.2	240 58.1	137 45.7	378 58.6	255 55.9	172 47.8	73 40.3	168 35.4
NO		1244 51.2	177 63.9	175 55.2	233 51.7	291 44.8	173 41.9	163 54.3	267 41.4	201 44.1	188 52.2	108 59.7	306 64.6

TOTAL	2430	277	317	451	650	413	300	645	456	360	181	474
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS CHECK CASHING PRIVILEGES OR A CHECK CASHING CARD AT ANY SUPERMARKET
 BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
YES		1186 48.8	149 42.8	353 44.0	214 47.3	261 58.4	207 55.1	248 40.1	401 48.5	252 53.5	268 57.5	197 46.1	989 49.4
NO		1244 51.2	199 57.2	449 56.0	238 52.7	186 41.6	169 44.9	371 59.9	425 51.5	219 46.5	198 42.5	230 53.9	1014 50.6

TOTAL	2430	348	802	452	447	376	619	826	471	466	427	2003
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AT HOW MANY SUPERMARKETS RESPONDENT HAS CHECK CASHING PRIVILEGES
 (BASED ON THOSE WITH CHECK CASHING PRIVILEGES)
 BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		INCOME					AGE						
		TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
ONE STORE	NO. %	499 42.1	43 43.0	64 45.1	95 43.6	161 44.8	86 35.8	66 48.2	148 39.2	111 43.5	77 44.8	32 43.8	64 38.1
MORE THAN ONE STORE		684 57.7	57 57.0	77 54.2	122 56.0	197 54.9	154 64.2	71 51.8	228 60.3	143 56.1	95 55.2	41 56.2	104 61.9

DON'T REMEMBER

.3

.7

.5

.3

.5

.4

TOTAL
%
BASE1186
100.0
1186100
100.0
100142
100.0
142218
100.0
218359
100.0
359240
100.0
240137
100.0
137378
100.0
378255
100.0
255172
100.0
17273
100.0
73168
100.0
168

NOTE: PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AT HOW MANY SUPERMARKETS RESPONDENT HAS CHECK CASHING PRIVILEGES
(BASED ON THOSE WITH CHECK CASHING PRIVILEGES)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO.	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
CNE STORE		499	64	143	103	112	75	97	172	121	103	88	411
	%	42.1	43.0	40.5	48.1	42.9	36.2	39.1	42.9	48.0	38.4	44.7	41.6
MORE THAN ONE STORE		684	85	210	109	149	131	150	228	130	165	109	575
		57.7	57.0	59.5	50.9	57.1	63.3	60.5	56.9	51.6	61.6	55.3	58.1
DCN'T REMEMBER		.3			.2		.1	.1	.1	.1			.3
					.9		.5	.4	.2	.4			
TOTAL		1186	149	353	214	261	207	248	401	252	268	197	989
BASE		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		1186	149	353	214	261	207	248	401	252	268	197	989

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS ANY BANK CREDIT CARDS
 BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	% 4	1143 47.0	37 13.4	92 29.0	196 43.5	362 55.7	324 78.5	92 30.7	340 52.7	243 53.3	200 55.6	94 51.9	171 36.1
NO		1284 52.8	240 80.6	225 71.0	255 56.5	288 44.3	89 21.5	208 69.3	305 47.3	213 46.7	159 44.2	87 48.1	302 63.7

DON'T KNOW

3
11
31
2

TOTAL	2430	277	317	451	650	413	300	645	456	360	181	474
BASE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT HAS ANY BANK CREDIT CARDS
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

		FAMILY SIZE						\$ / WEEK IN SUPERMARKETS				SEX	
		TOTAL SAMPLE	ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
YES	NO. %	1143 47.0	143 41.1	392 48.9	216 47.8	216 48.3	176 46.8	238 38.4	402 48.7	232 49.3	255 54.7	221 51.8	922 46.0
NO		1284 52.8	204 58.6	410 51.1	235 52.0	231 51.7	200 53.2	380 61.4	424 51.3	239 50.7	211 45.3	205 48.0	1079 53.9

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

WHICH BANK CREDIT CARDS RESPONDENT HAS
(BASED ON THOSE WHO HAVE BANK CREDIT CARDS)
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
MASTER CHARGE	NO. %	751 65.7	20 54.1	62 67.4	130 66.3	236 65.2	225 69.4	61 66.3	242 71.2	171 70.4	129 64.5	54 57.4	93 54.4
VISA/BANKAMERICARD		797 69.7	26 70.3	55 59.8	125 63.8	252 69.6	252 77.8	55 59.8	237 69.7	171 70.4	136 68.0	71 75.5	125 73.1
ALL OTHERS		6 .5			2 1.0	2 .6	1 .3	1 1.1	1 .3	2 .8	1 .5		1 .6

REFUSED/DON'T KNOW	27 2.4	2 5.4	2 2.2	1 .5	3 .8	4 1.2		7 2.1	6 2.5	5 2.5	1 1.1	7 4.1
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BASE	1143	37	92	196	362	324		92	340	243	200	94	171
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NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

WHICH BANK CREDIT CARDS RESPONDENT HAS
(BASED ON THOSE WHO HAVE BANK CREDIT CARDS)
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
MASTER CHARGE		751 65.7	92 64.3	244 62.2	149 69.0	152 70.4	114 64.8	145 60.9	277 68.9	146 62.9	174 68.2	151 68.3	600 65.1
VISA/BANKAMERICARD		797 69.7	99 69.2	278 70.9	149 69.0	155 71.8	116 65.9	159 66.8	266 66.2	169 72.8	190 74.5	159 71.9	638 69.2
ALL OTHERS		6 .5	1 .7	2 .5	1 .5	1 .5	1 .6	1 .4	2 .7	1 .4	1 .4	1 .5	5 .5

REFUSED/DON'T KNOW	27 2.4	5 3.5	11 2.8	3 1.4	4 1.9	4 2.3	10 4.2	9 2.2	2 .9	5 2.0	5 2.3	22 2.4
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BASE	1143	143	392	216	216	176	238	402	232	255	221	922
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NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE. TOTALS MAY EXCEED 100 % DUE TO MULTIPLE MENTIONS.

IF RESPONDENT IS PARTICIPATING IN ANY GAMES OR CONTESTS AT ANY SUPERMARKETS WHERE THEY SHOP
 BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
YES	NO. %	281 11.6	30 10.8	40 12.6	50 11.1	86 13.2	44 10.7	38 12.7	69 10.7	58 12.7	34 9.4	26 14.4	56 11.8
NC		2149 88.4	247 89.2	277 87.4	401 88.9	564 86.8	369 89.3	262 87.3	576 89.3	398 87.3	326 90.6	155 85.6	418 88.2

TOTAL	2430	277	317	451	650	413	300	645	456	360	181	474
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

IF RESPONDENT IS PARTICIPATING IN ANY GAMES OR CONTESTS AT ANY SUPERMARKETS WHERE THEY SHOP
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
YES		281 11.6	33 9.5	85 10.6	55 12.2	61 13.6	47 12.5	65 10.5	100 12.1	68 14.4	46 9.9	37 8.7	244 12.2
NO		2149 88.4	315 90.5	717 89.4	397 87.8	386 86.4	329 87.5	554 89.5	726 87.9	403 85.6	420 90.1	390 91.3	1759 87.8

TOTAL	2430	348	802	452	447	376	619	826	471	466	427	2003
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AGE OF RESPONDENT
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	TOTAL SAMPLE	INCOME					AGE						
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER	
UNDER 18		19 8	3 1.1	3 0.9	5 1.1	1 0.2	2 0.5	19 6.3						
18 - 24		281 11.6	34 12.3	54 17.0	78 17.3	85 13.1	17 4.1	281 93.7						
25 - 29		353 14.5	22 7.9	45 14.2	85 18.8	114 17.5	60 14.5		353 54.7					
30 - 34		292 12.0	12 4.3	24 7.6	52 11.5	105 16.2	73 17.7		292 45.3					
35 - 39		247 10.2	9 3.2	19 6.0	43 9.5	83 12.8	71 17.2			247 54.2				
40 - 44		209 8.6	10 3.6	16 5.0	35 7.8	69 10.6	49 11.9			209 45.8				
45 - 49		154 6.3	14 5.1	11 3.5	21 4.7	42 6.5	37 9.0				154 42.8			
50 - 54		206 8.5	15 5.4	26 8.2	32 7.1	53 8.2	45 10.9				206 57.2			
55 - 59		181 7.4	21 7.6	27 8.5	29 6.4	50 7.7	31 7.5					181 100.0		
60 AND OVER		474 19.5	136 49.1	92 29.0	71 15.7	48 1.4	27 6.5						474 100.0	
REFUSED		14 0.6	1 0.4				1 0.2							
TOTAL % BASE		2430 100.0 2430	277 100.0 277	317 100.0 317	451 100.0 451	650 100.0 650	413 100.0 413	300 100.0 300	645 100.0 645	456 100.0 456	360 100.0 360	181 100.0 181	474 100.0 474	

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

AGE OF RESPONDENT
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
UNDER 18		19 .8		6 .7	4 .9	2 .4	7 1.9	3 .5	6 .7	5 1.1	5 1.1	1 .2	18 .9
18 - 24		281 11.6	29 8.3	108 13.5	70 15.5	47 10.5	27 7.2	88 14.2	109 13.2	52 11.0	32 6.9	57 13.3	224 11.2
25 - 29		353 14.5	35 10.1	98 12.2	80 17.7	94 21.0	46 12.2	106 17.1	120 14.5	71 15.1	51 10.9	74 17.3	279 13.9
30 - 34		292 12.0	23 6.6	48 6.0	58 12.8	90 20.1	72 19.1	46 7.4	98 11.9	71 15.1	74 15.9	50 11.7	242 12.1
35 - 39		247 10.2	10 2.9	29 3.6	39 8.6	82 18.3	87 23.1	21 3.4	64 7.7	69 14.6	91 19.5	46 10.8	201 10.0
40 - 44		209 8.6	17 4.9	27 3.4	40 8.8	55 12.3	70 18.6	22 3.6	51 6.2	48 10.2	83 17.8	32 7.5	177 8.8
45 - 49		154 6.3	12 3.4	40 5.0	36 8.0	31 6.9	35 9.3	19 3.1	54 6.5	35 7.4	44 9.4	19 4.4	135 6.7
50 - 54		206 8.5	28 8.0	91 11.3	42 9.3	22 4.9	23 6.1	45 7.3	79 9.6	42 8.9	37 7.9	33 7.7	173 8.6
55 - 59		181 7.4	22 6.3	99 12.3	44 9.7	13 2.9	3 .8	38 6.1	81 9.8	36 7.6	25 5.4	23 5.4	158 7.9
60 AND OVER		474 19.5	167 48.0	253 31.5	39 8.6	11 2.5	4 1.1	226 36.5	160 19.4	40 8.5	23 4.9	91 21.3	383 19.1
REFUSED		14 .6	5 1.4	3 .4			2 .5	5 .8	4 .5	2 .4	1 .2	1 .2	13 .6
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
BASF		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
1 PERSON		348 14.3	98 35.4	54 17.0	61 13.5	54 8.3	23 5.6	29 9.7	58 9.0	27 5.9	40 11.1	22 12.2	167 35.2
2 PEOPLE		802 33.0	95 33.6	117 36.9	151 33.5	205 31.5	121 29.3	114 38.0	146 22.6	56 12.3	131 36.4	99 54.7	253 53.4
3 PEOPLE		452 18.6	41 14.8	69 21.8	86 19.1	129 19.8	85 20.6	74 24.7	138 21.4	79 17.3	78 21.7	44 24.3	39 8.2
4 PEOPLE		447 18.4	21 7.6	48 15.1	86 19.1	137 21.1	101 24.5	49 16.3	184 28.5	137 30.0	53 14.7	13 7.2	11 2.3
5 PEOPLE		191 7.9	9 3.2	15 4.7	33 7.3	62 9.5	45 10.9	14 4.7	80 12.4	69 15.1	25 6.9	1 .6	2 .4
6 PEOPLE		112 4.6	8 2.9	6 1.9	24 5.3	37 5.7	24 5.8	6 2.0	29 4.5	51 11.2	22 6.1	2 1.1	1 .2
7 OR MORE PEOPLE		73 3.0	7 2.5	8 2.5	10 2.2	26 4.0	14 3.4	14 4.7	9 1.4	37 8.1	11 3.1		1 .2
REFUSED		5 .2							1 .2				

TOTAL	2430	277	317	451	650	413	300	645	456	360	181	474
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

NUMBER OF PEOPLE LIVING IN THE HOUSEHOLD
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO. %	TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
1 PERSON		348 14.3	348 100.0					243 39.3	67 8.1	13 2.8	12 2.6	128 30.0	220 11.0
2 PEOPLE		802 33.0		802 100.0				263 42.5	347 42.0	114 24.2	59 12.7	151 35.4	651 32.5
3 PEOPLE		452 18.6			452 100.0			65 10.5	193 23.4	117 24.8	73 15.7	67 15.7	385 19.2
4 PEOPLE		447 18.4				447 100.0		32 5.2	142 17.2	138 29.3	127 27.3	45 10.5	402 20.1
5 PEOPLE		191 7.9					191 50.8	9 1.5	48 5.8	40 8.5	93 20.0	14 3.3	177 8.8
6 PEOPLE		112 4.6					112 29.8	4 .6	16 1.9	30 6.4	60 12.9	15 3.5	97 4.8
7 OR MORE PEOPLE		73 3.0					73 19.4	2 .3	12 1.5	17 3.6	42 9.0	7 1.6	66 3.3
REFUSED		5 .2						1 .2	1 .1	2 .4			5 .2

TOTAL	2430	348	802	452	447	376	619	826	471	466	427	2003
BASE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

TOTAL ANNUAL HOUSEHOLD INCOME BEFORE TAXES
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

		INCOME					AGE						
		TOTAL SAMPLE	UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
LESS THAN \$6,000	NO. %	277 11.4	277 100.0					37 12.3	34 5.3	19 4.2	29 8.1	21 11.6	136 28.7
\$6,000 - \$9,999		317 13.0		317 100.0				57 19.0	69 10.7	35 7.7	37 10.3	27 14.9	92 19.4
\$10,000 - \$14,999		451 18.6			451 100.0			83 27.7	137 21.2	78 17.1	53 14.7	29 16.0	71 15.0
\$15,000 - \$19,999		381 15.7				381 58.6		53 17.7	131 20.3	81 17.8	54 15.0	29 16.0	33 7.0
\$20,000 - \$24,999		269 11.1				269 41.4		33 11.0	88 13.6	71 15.6	41 11.4	21 11.6	15 3.2
\$25,000 OR MORE		413 17.0					413 100.0	19 6.3	133 20.6	120 26.3	82 22.8	31 17.1	27 5.7
REFUSED		322 13.3						18 6.0	53 8.2	52 11.4	64 17.8	23 12.7	100 21.1

TOTAL	2430	277	317	451	650	413	300	645	456	360	181	474
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

TOTAL ANNUAL HOUSEHOLD INCOME BEFORE TAXES
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO.	TOTAL SAMPLE	FAMILY SIZE					\$/WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
LESS THAN \$6,000		277 11.4	98 28.2	93 11.6	41 9.1	21 4.7	24 6.4	133 21.5	89 10.8	29 6.2	17 3.6	42 9.8	235 11.7
\$6,000 - \$9,999		317 13.0	54 15.5	117 14.6	69 15.3	48 10.7	29 7.7	114 18.4	116 14.0	47 10.0	39 8.4	49 11.5	268 13.4
\$10,000 - \$14,999		451 18.6	61 17.5	151 18.8	86 19.0	86 19.2	67 17.8	133 21.5	164 19.9	96 20.4	56 12.0	95 22.2	356 17.8
\$15,000 - \$19,999		381 15.7	35 10.1	116 14.5	69 15.3	81 18.1	80 21.3	67 10.8	135 16.3	98 20.8	78 16.7	69 16.2	312 15.6
\$20,000 - \$24,999		269 11.1	19 5.5	89 11.1	60 13.3	56 12.5	45 12.0	44 7.1	88 10.7	62 13.2	73 15.7	54 12.6	215 10.7
\$25,000 OR MORE		413 17.0	23 6.6	121 15.1	85 18.8	101 22.6	83 22.1	46 7.4	127 15.4	88 18.7	146 31.3	89 20.8	324 16.2
REFUSED		322 13.3	58 16.7	115 14.3	42 9.3	54 12.1	48 12.8	82 13.2	107 13.0	51 10.8	57 12.2	29 6.8	293 14.6
TOTAL		2430	348	802	452	447	376	619	826	471	466	427	2003
%		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE		2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

SEX OF RESPONDENT
BY TOTAL SAMPLE, HOUSEHOLD INCOME, AND AGE OF RESPONDENT

	NO. %	TOTAL SAMPLE	INCOME					AGE					
			UNDER \$6000	\$6000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$24999	\$25000 OR MORE	UNDER 25 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-59 YEARS	60 AND OVER
MALE		427 17.6	42 15.2	49 15.5	95 21.1	123 18.9	89 21.5	58 19.3	124 19.2	78 17.1	52 14.4	23 12.7	91 19.2
FEMALE		2003 82.4	235 84.8	268 84.5	356 78.9	527 81.1	324 78.5	242 80.7	521 80.8	378 82.9	308 85.6	158 87.3	383 80.8

TOTAL	2430	277	317	451	650	413	300	645	456	360	181	474
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	277	317	451	650	413	300	645	456	360	181	474

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

SEX OF RESPONDENT
BY TOTAL SAMPLE, FAMILY SIZE, AMOUNT SPENT PER WEEK IN SUPERMARKETS, AND SEX

	NO.	TOTAL SAMPLE	FAMILY SIZE					\$ / WEEK IN SUPERMARKETS				SEX	
			ONE	TWO	THREE	FOUR	FIVE OR MORE	\$0-\$30	\$31-\$50	\$51-\$70	\$71+	MALE	FEMALE
MALE		427 17.6	128 30.8	151 18.8	67 14.8	45 10.1	36 9.6	154 24.9	124 15.0	71 15.1	70 15.0	427 100.0	
FEMALE		2003 82.4	220 63.2	651 81.2	385 85.2	402 89.9	340 90.4	465 75.1	702 85.0	400 84.9	396 85.0		2003 100.0

TOTAL	2430	348	802	452	447	376	619	826	471	466	427	2003
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE	2430	348	802	452	447	376	619	826	471	466	427	2003

NOTE. PERCENTAGES ON THIS TABLE ARE BASED ON THE COLUMN BASE.

Q U E S T I O N N A I R E

FOOD SHOPPING HABITS STUDY

Good morning/afternoon/evening. My name is _____ of Burgoyne, Inc., a national marketing research company. We are talking to people about food shopping and we would like to ask you a few questions.

Who usually does most of the grocery shopping for your family? (IF RESPONDENT, CONTINUE INTERVIEW. IF NOT RESPONDENT, ASK TO SPEAK TO THAT PERSON. IF NOT AT HOME, TERMINATE.)

1. How often do you shop in a supermarket or discount store supermarket?

IF RESPONDENT NEVER SHOPS IN A SUPERMARKET OR DISCOUNT STORE
SUPERMARKET, TERMINATE AND RECORD

2. At which supermarkets or discount store supermarkets have you shopped in the past month?
(PROBE: ANY OTHERS?)

- 3a. Have you changed the supermarket where you do most of your shopping during the past year?

YES ☐ - - - - - (CONTINUE)

NO ☐ - - - - - (SKIP TO Q.#4)

- 3b. What was your reason for changing from the supermarket where you did most of your shopping?
(PROBE: ANY OTHERS?)

4. In how many different supermarkets did you shop during the past week?

5. Now, I would like to read you some factors people consider when selecting a supermarket to shop in. As I read each factor, I would like you to give that factor a number rating from 1 to 9 based on how important it is to you. The more important the factor is to you the higher the number - closer to 9. The less important the factor is to you, the lower the number - closer to 1. Number 5 is exactly in the middle. (ROTATE ORDER)

____ ATTRACTIVENESS & CLEANLINESS OF STORE	1	2	3	4	5	6	7	8	9
____ GOOD PARKING FACILITIES	1	2	3	4	5	6	7	8	9
____ VARIETY & SELECTION OF GROCERY MERCHANDISE	1	2	3	4	5	6	7	8	9
____ OVERALL PRICES OF GROCERIES	1	2	3	4	5	6	7	8	9
____ QUALITY & FRESHNESS OF MEATS	1	2	3	4	5	6	7	8	9
____ PRICES OF MEATS	1	2	3	4	5	6	7	8	9
____ GOOD STORE ARRANGEMENT - EASE OF SHOPPING	1	2	3	4	5	6	7	8	9
____ COURTEOUS & HELPFUL EMPLOYEES	1	2	3	4	5	6	7	8	9
____ CONVENIENT LOCATION.....	1	2	3	4	5	6	7	8	9
____ QUALITY & FRESHNESS OF FRUITS & VEGETABLES	1	2	3	4	5	6	7	8	9
____ PRICES OF FRUITS & VEGETABLES	1	2	3	4	5	6	7	8	9
____ FAST CHECK-OUT SERVICE	1	2	3	4	5	6	7	8	9
____ ADVERTISED SPECIALS	1	2	3	4	5	6	7	8	9

- 6a. Approximately how much would you say you spend per week in supermarkets?

\$ _____

- 6b. About how much of that amount would you say is spent at the supermarket where you do most of your shopping?

\$ _____

7. Approximately how much would you say your household spends each week eating out in any type of restaurant or carry out restaurant?

\$ _____

8. In what type of store do you buy most of your fresh meats? (READ CHOICES)

SUPERMARKET ☐
 MEAT MARKET OR BUTCHER SHOP ☐
 WHOLESALE OR FREEZER PLAN ☐
 OTHER _____ ☐

 DON'T BUY MEATS ☐

9. In what type of store do you buy most of your fresh fruits and vegetables (READ CHOICES)

SUPERMARKET ☐
 FRUIT & VEGETABLE STORE ☐
 FRUIT STAND OR DIRECT FROM THE FARM ☐
 OTHER _____ ☐

 DON'T BUY FRESH PRODUCE ☐

10a. At which one of the following stores do you buy most of your health and beauty items, such as toothpaste, shampoos, or headache remedies? (READ CHOICES)

SUPERMARKET ☐ - - - - - (SKIP TO Q.#11)
 INDEPENDENT DRUG STORE ☐
 DISCOUNT DRUG STORE ☐
 CHAIN DRUG STORE ☐
 DISCOUNT DEPARTMENT STORE ☐
 OTHER TYPE OF STORE ☐

 (SPECIFY)

10b. Do you ever buy health and beauty aid items in Supermarkets?

YES ☐
 NO ☐

11. How often do you buy items at Drive-In convenience stores?

TWICE A WEEK OR MORE ☐
 ONCE A WEEK ☐
 ONCE EVERY TWO WEEKS ☐
 ONCE A MONTH ☐
 NEVER ☐

12. Thinking about the supermarkets where you shop, what one thing would you change that you don't like or that could be improved? (CLARIFY) Are there any other things that you would like to see changed?

13a. During the past week or two have you read any food store advertising in newspapers?

YES ☐
 NO ☐ - - - - - (SKIP TO Q.#13d)

13b. Whose food store advertising do you remember reading?

13c. Do the food store ads influence your decision of where to shop?

YES ☐
 NO ☐

13d. During the past week or two have you seen any food store advertising on television?

YES ☐

NO ☐ - - - - - (SKIP TO Q.#14)

13e. Whose food store advertising do you remember seeing?

13f. Do the food store commercials influence your decision of where to shop?

YES ☐

NO ☐

14. In the past 4 weeks have you redeemed any manufacturers coupons, that is, those that can be redeemed in any store?

YES ☐

NO ☐

15a. Do you compare prices between different supermarkets? (READ CHOICES)

REGULARLY (WEEKLY OR MORE OFTEN) ☐

SOMETIMES (LESS THAN ONCE A WEEK) ☐

NEVER ☐ - - - - - (SKIP TO Q.#16a)

15b. How do you compare prices? (READ CHOICES) (ROTATE ORDER)

	YES	NO
___ BY CHECKING NEWSPAPER ADS	☐	☐
___ BY CHECKING PRICES IN HANDBILLS OR CIRCULARS	☐	☐
___ BY STORE VISITS AND CHECKING SHELF PRICES	☐	☐
___ BY TALKING TO YOUR NEIGHBORS OR FRIENDS	☐	☐

16a. As you know, some supermarkets stock their own brands of merchandise - what we call "private label" or the store's own brands. In general, would you say the quality of private label brands is BETTER THAN, EQUAL TO, or NOT AS GOOD AS nationally advertised brands?

BETTER THAN ☐

EQUAL TO ☐

NOT AS GOOD AS ☐

D.K. ☐

REPEAT RESPONDENT'S ANSWER AS: "THAT IS, YOU FEEL THAT THE QUALITY OF PRIVATE LABEL BRANDS IS _____ NATIONALLY ADVERTISED BRANDS."
(INSERT ANSWER)

16b. Generally, private label brands of canned goods are priced lower than nationally advertised brands. Which of these statements comes closest to the way you feel?

PRIVATE LABEL BRANDS ARE LOWER IN PRICE
BECAUSE ADVERTISING COSTS ARE ELIMINATED. ☐

PRIVATE LABEL BRANDS ARE LOWER IN PRICE
BECAUSE QUALITY IS NOT AS GOOD OR AS
CONSISTENT AS NATIONALLY ADVERTISED BRANDS. ☐

17a. A number of supermarkets have begun carrying generic, no-name brand products which have plain labels and sell at a lower price. Have you ever purchased any generic "no name" brand products?

YES ☐

NO ☐ - - - - - (SKIP TO Q.#19a)

17b. Which of the following generic "no name" brand products have you purchased? (READ LIST) Have you purchased any other generic products?

17c. (FOR EACH CHECKED IN 17b ASK:)

How would you compare the quality of the generic (INSERT PRODUCT NAME) that you bought to national brands of (PRODUCT NAME)?

Would you say that the quality of the generic (PRODUCT) is much better than, somewhat better than, about the same as, somewhat lower or much lower than the quality of the national brands.
(RECORD BELOW)

	Q.#17b		Q.#17c				
	PURCHASE		MUCH BETTER	SOMEWHAT BETTER	SAME	SOMEWHAT LOWER	MUCH LOWER
PAPER PRODUCTS	☐ - - - - -	☐	☐	☐	☐	☐	☐
DAIRY PRODUCTS	☐ - - - - -	☐	☐	☐	☐	☐	☐
SOUP	☐ - - - - -	☐	☐	☐	☐	☐	☐
KETCHUP	☐ - - - - -	☐	☐	☐	☐	☐	☐
CANNED PASTA	☐ - - - - -	☐	☐	☐	☐	☐	☐
JUICES	☐ - - - - -	☐	☐	☐	☐	☐	☐
OTHER (SPECIFY)	☐						

17d. How likely is it that you will continue to buy generic "no name" food products in the future?
(READ CHOICES)

WILL DEFINITELY CONTINUE TO BUY THEM ☐

WILL PROBABLY CONTINUE TO BUY THEM ☐

MIGHT OR MIGHT NOT CONTINUE TO BUY THEM ☐

WILL PROBABLY NOT CONTINUE TO BUY THEM ☐

WILL DEFINITELY NOT CONTINUE TO BUY THEM ☐

18. Overall, how would you compare generic "no name" brand products to the store's own private label brand? Would you say that the generic "no name" products are much better than, somewhat better than, about the same as, somewhat lower or much lower than private label store brand products.

MUCH BETTER ☐

SOMEWHAT BETTER ☐

ABOUT THE SAME ☐

SOMEWHAT LOWER ☐

MUCH LOWER ☐

19a. How important a factor is ease of check cashing when deciding at which supermarket to shop? Would you say that ease of check cashing is . . . (READ CHOICES)

VERY IMPORTANT ☐

SOMEWHAT IMPORTANT ☐

NEITHER IMPORTANT, NOR UNIMPORTANT ☐

SOMEWHAT UNIMPORTANT ☐

VERY UNIMPORTANT ☐

19b. Do you have any bank credit cards like Master Charge or BankAmericard or Visa?

YES ☐

NO ☐ - - - - - (SKIP TO Q.#19d)

19c. Which ones do you have? (PROBE: ANY OTHERS?)

19d. Do you have check cashing privileges or a check cashing card at any supermarkets?

YES ☐

NO ☐ - - - - - (SKIP TO Q.#20)

19e. Is that at only one store or more than one store?

ONE STORE ☐

MORE THAN ONE STORE ☐

20. Are you participating in any games or contests sponsored by the supermarkets where you shop?

YES ☐

NO ☐

21. Now, just for classification purposes, would you please tell me which of the following are groups are you in? (READ CHOICES)

UNDER 18 ☐

45-49 ☐

18-24 ☐

50-54 ☐

25-29 ☐

55-59 ☐

30-34 ☐

60 AND OVER ☐

35-39 ☐

REFUSED ☐

40-44 ☐

22. Including yourself, how many people are there living in your household? (DO NOT READ)

1 PERSON ☐

5 PEOPLE ☐

2 PEOPLE ☐

6 PEOPLE ☐

3 PEOPLE ☐

7 OR MORE ☐

4 PEOPLE ☐

REFUSED ☐

23. Which of the following categories best fits your total annual household income before taxes? (READ CHOICES)

LESS THAN \$6,000 ☐

BETWEEN \$6,000 AND \$10,000 ☐

BETWEEN \$10,000 AND \$15,000 ☐

BETWEEN \$15,000 AND \$20,000 ☐

BETWEEN \$20,000 AND \$25,000 ☐

\$25,000 OR MORE ☐

REFUSED ☐

24. RECORD RESPONDENT'S SEX

MALE ☐

FEMALE ☐

Thank you for your cooperation.